



# Marketing Strategy : The Effect of Positioning and Advertising Effectiveness on Social Media to Purchase Decision

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**Abstract.** The increase in global internet users, including in Indonesia, has resulted in many social media applications that are now dominant in marketing products and services. The presence of various social media is the focus of research to determine their effectiveness in digital marketing, and an understanding of social media positioning based on effectiveness factors is critical for companies and start-ups in designing efficient marketing strategies. The purpose of this study is to determine the extent to which the dimensions of empathy, persuasion, impact, and communication shape the effectiveness of advertising on social media, the size of the positioning of each social media, and how much influence the efficacy and positioning of each social media have on consumer purchasing decisions in purchasing products through online. This quantitative research method uses confirmatory factor analysis, Importance Performance Analysis, effectiveness index, and multiple linear regression analysis tools. The results showed that the dimensions of empathy, persuasion, impact, and communication helped shape the effectiveness of advertising on social media. The four measures are active and have different positioning in advertising their products. Therefore, the effectiveness of advertising and positioning of various social media can influence consumer decisions in using social media online.

**Keywords:** Social Media, Advertising Effectiveness, Positioning, Purchasing Decisions

## 1 INTRODUCTION

Indonesia is one of the countries whose user growth is above the Philippines, Mexico, India, and several other countries. The use of the internet in Indonesia covers various fields, including education, politics, economics, and others. Specifically, in the economic area. Most of the internet used to find the price of goods, which is as much as 45.1%. After that, 41% of users used the internet to help with work, and 37.8% sought information before buying a product. Then 32.2% used the internet to purchase products and 26.2% to find a job. While those who use the internet for banking transactions

are 17% and for selling goods only 16.8%[1]. We Are Social Research, a British media company that collaborates with Hootsuite, claims. After the Philippines and Brazil, Indonesia ranks third in the average daily time spent on social media at three hours and 23 minutes. According to a report titled "Essential Insights into the Internet, Social Media, Mobile, and E-Commerce Use Around the World," released January 30, 2018, of Indonesia's total population of 265.4 million, 130 million of those people were active social media users, representing a penetration rate of 49%. YouTube, Facebook, and WhatsApp continue to rule many social media sites in the succession. [2]

Not only in terms of access has that continued to increase but also in the duration of using the internet. According to our social research, Indonesia is ranked 4th globally, seen from the average internet usage with a duration of 8 hours 51 minutes every day[4]. The number of users and the prolonged use of social media create many positive opportunities that could be taken, such as opportunities to capture potential consumers [5]. Organizations are increasingly using social media as a platform for marketing and advertising operations, investing a significant amount of time, money, and resources in social media advertising. However, it can be difficult for businesses to successfully design social media ads that draw in clients and inspire them to purchase their products. [6]. At the same time, its also had a positive effect on purchase intentions and consumer behavior. [7] Consumer social referral through social media related transactions significantly increases sales in social commerce. Who was only applies to Facebook but not to tweets, which means not all cultural references are meaningful in growing sales for their business. [8]. Another study also said that the quality, credibility, usefulness, and adoption of information dissemination through social media is a critical factor of eWOM on social media that affects consumer purchase intentions.[9]. Submission of information through the media really should always be measured for its effectiveness, given the delivery of information usually takes time. The effectiveness of advertising measured through empathy, persuasion, impact, and communication, and advertisements delivered through social networks considered to be very effective[10]. Besides, social media use as advertising media has a significant effect on brand awareness, functional brand image, and hedonic brand image. [10] from previous studies have also been found if there is a partially significant effect on the effectiveness of advertising and brand image on buying interest [11]. One business that is overgrowing now is the e-commerce business, a firm whose sales are increasingly extraordinary. Indonesian online stores have seen enough penetration. Starting from an increase in seller to a rise in the buyer.

The big players from the e-commerce business in Indonesia continue to be occupied by Lazada in the top position with 49 million visitors every day, then in the second position followed by tokopedia with the difference not too far (39.6 million visitors) while for the number of applications downloaded lazada and tokopedia has the same amount of approximately 10 million application downloads every day.[12]. From the data we got. The ranking or positioning of social media is directly proportional to the number of users. Still, the question is whether the positioning is also directly proportional to the purchase decision? Positioning is an action or steps from the producer to design a company image and value offer where consumers in a particular segment understand and appreciate what a company is doing, compared to its competitors, and positioning can

influence purchasing decisions[13]. Positioning categorized with many attributes, one of which is the presence of brand positioning that can influence people's decisions in visiting Indonesia [12]. In previous studies, many explored the links between information or promotions made in social media that could positively and significantly affect purchase intentions and purchasing decisions. But no one has compared the direct results of some popular social media, which makes positioning of some of these social media. This research is expected to provide input to organizations or individuals choosing the right social media (YouTube, WhatsApp, Facebook, and Instagram) to spread information about promotions. The research object taken as a respondent is a user of Tokopedia, considering Tokopedia is the second- largest company and has done a lot of advertising on various social media. The novelty of this study is that it aims to provide insights into the importance of social media positioning and advertising effectiveness in shaping marketing strategies. It also measures the extent to which the effectiveness and positioning of social media influence consumer decisions on the use of social media. The study uses a descriptive and verification research method to explain the characteristics of the variables studied in a situation or event.

The remainder of this paper, Section 2 tells about the related work from previous research, which is used as the basis for the research instrument. Section 3 contains the methods used, proposed methods, performance metrics, section 4 tells the research findings, and section 5 concludes the research results Marketing activities are commonly understood as the actions undertaken by a firm to promote and sell a product to consumers. Marketing encompasses all internal and external operations undertaken by an organization. Marketing is the strategic process of identifying, anticipating, and satisfying customer needs and wants through creating, communicating, and delivering value offerings. [14] : “The process by which companies create value for customer and build a strong relationship with customers in order to capture value from customers in return”. Digital marketing is a promotional strategy that utilizes digital distribution channels, such as computers, mobile phones, smartphones, and other digital devices, to advertise and market products and services [14]. Digital marketing is marketing done through digital media on the internet. [15] Digital marketing is a marketing practice encompassing activities related to branding and promotion through various online platforms, including blogs, websites, emails, AdWords, and social networking sites. A social networking site is an online platform that allows users to build personal profiles, browse a directory of other users, and extend invitations to their acquaintances to join the platform. The fundamental visual layout of this social networking platform showcases the user's profile page, encompassing the user's personal information and a photographic representation of the user.[16]. Social media is a tool created to facilitate social interaction and two-way communication. With all the conveniences provided by social media, disseminating information from one individual to another becomes very easy. easy [17]. Social media always changes from time to time so that someone can be both parties, namely the recipient of the information and also the disseminator of information [9]. Currently, the number of social media that can be used is very much starting from youtube, WhatsApp, Instagram, Facebook, WeChat, QQ, Qzone, Twitter, Baidu, Skype, Viber, Snapchat, Reddit, Tik Tok, and others. However, in this study, only 4 social media will be discussed, including youtube, WhatsApp, Facebook, Instagram.

The promotion mix encompasses a set of five promotional instruments, wherein advertising is one of them. Advertising refers to various non-personal presentations and promotions that the sponsor financially supports to disseminate information about goods and services. [14]. Abdurrahman and Sanusi said that advertisements are all forms of non-personal presentations and promotions, ideas, goods or services paid for by individual sponsors [18]. The ultimate objective of a commercial advertisement is to achieve the efficacy of advertising, measured by the attainment of a purchase. The primary objective of assessing the success of an advertisement's communication is to gauge its potential impact on many aspects, such as awareness, knowledge, preferences, and, ultimately, sales. The efficacy of advertising can be regarded as a measure of a company's performance in engaging the attention of its target audience. [19].

Durianto, Darmadi, and Liana in Riyantoro and Harmoni (2013: 258) The EPIC Model, established by AC Nielsen, is a communication-based measuring tool to assess advertising performance. The subject matter encompasses four essential dimensions. The EPIC framework, which stands for Empathy, Persuasion, Impact, and Communication, is a model that encompasses key elements necessary for effective communication and influence.. The following dimensions will be explained in the EPIC model. [20]: Empathy is a cognitive and affective phenomenon wherein an individual can see and understand the emotional and cognitive experiences of others, leading to a sense of shared emotional and cognitive states with other individuals or groups. The component of empathy serves as a determinant of consumer preference towards an advertisement, shedding light on how consumers perceive the connection between an advertisement and their identity. Empathy refers to an individual's capacity to engage in the emotional and experiential perspectives of others. The capacity for empathy is intricately linked to the cognitive process of role-taking. [21]. The experience of empathy necessitates the harmonious integration of cognitive and affective capacities, encompassing the willingness to accept and comprehend others' perspectives. The cognitive aspect includes comprehending individuals' emotions, which can be achieved through various means, such as interpreting nonverbal cues, engaging in fundamental interpersonal interactions, or employing intricate perspective-taking abilities. [22]. Persuasion is the process of inducing a shift in an individual's beliefs, attitudes, and behavioral inclinations through disseminating promotional messages. The determination of the persuasion process is contingent upon the degree of consumer involvement in the product message. The Persuasion dimension elucidates the potential of advertisements to augment and fortify a brand's character. By comprehending the influence of advertising on consumer purchasing intentions and the capacity of advertisements to cultivate brand appeal, advertisers can gain valuable insights. The existing body of knowledge about persuasion suggests that the timing of message delivery and the credibility of the information source are influential factors that can impact decision-making processes. [23].

The intended outcome of advertising outcomes is the extent to which consumers acquire product knowledge based on their level of engagement with the product or decision-making process. The Impact dimension assesses the ability of a brand to differentiate itself from competitors within its industry and the extent to which advertising can engage consumers with the conveyed message. According to the research conducted by Michael Molenda, Ph.D., from Indiana University, and JamesA. Pershing, Ph.D., also

from Indiana University, it was found that research, "The Strategic Impact Model is a specific depiction of the characteristics of integrating instructional and non-instructional interventions with a development process." [24].

The act of communication has been found to yield insights on consumers' capacity to recall the primary message sent, their comprehension of the information, and the impact of the message on their memory. The cognitive processing perspective plays a vital role in the formulation of effective marketing strategies, particularly in the realm of communication.

According to Kartajaya, positioning is "The strategy for leading your consumer credibly." Positioning is concerned with how companies build trust, confidence, and trust in customers [25]. According to Kotler, there are several ways of determining position in the minds of consumers, among others [26]: Positioning According to Use or Application. Positioning by User, Positioning by Competitor, Positioning by Category, Positioning by Price Here, the product was positioned to provide the best value for its price. Tjiptono stated that there are seven approaches that can be used to do the positioning, they are [27]:

1. Positioning based on attributes, characteristics, or benefits for customers, namely by associating a product with benefits for customers.
2. Positioning based on price and quality, namely positioning that seeks to create an impression/image of high quality through high prices or conversely emphasizing low prices as an indicator of value.
3. Positioning based on the use or application aspects.
4. Positioning based on product users, namely associating the product with the personality or type of user.
5. Positioning based on a certain product, for example, Kopiko candy which is positioned as coffee in the form of candy, not coffee-flavored candy.
6. Positioning concerning that is associated with the position of competing against the main competitors.
7. Positioning based on benefits.

Purchasing decisions are actions of consumers to buy or not to product. Before consumers decide to buy. Usually, consumers go through several stages first, namely, (1) introduction of the problem, (2) information retrieval. (3) alternative evaluation, (4) buying decision or not, (5) post-purchase behavior [19]. Another understanding of purchasing decisions according to Schiffman is "the selection of an option from two or more choices". Can be interpreted, the purchase decision is a decision of someone where he chose one of several choices available [28].

Based on the aforementioned description, it can be inferred that purchasing decisions refer to the acts undertaken by consumers in order to acquire a product. Hence, the process of consumer decision-making entails the selection of one of various alternative solutions to a given problem, with subsequent tangible outcomes. Subsequently, consumers possess the ability to assess several options and subsequently ascertain the appropriate course of action to be adopted, and its show on figure 1.

### Hypothesis

The hypothesis of this study is (figure 1):

- 1 : Empathy, persuasion, impact and representative communication in shaping the effectiveness of advertising on social media (Youtube, Facebook. Whatsapp and Instagram)
- 2 : Empathy, persuasion, influence, and communication have efficiency in pairing ads on social media (Youtube, Facebook. Whatsapp and Instagram).
- 3 : There are differences in positioning based on attributes, price and quality, product specialization, users from the use of various social media (Youtube, Facebook. Whatsapp and Instagram).
- 4 : There is a significant influence on the effectiveness and positioning of social media on purchasing decisions.

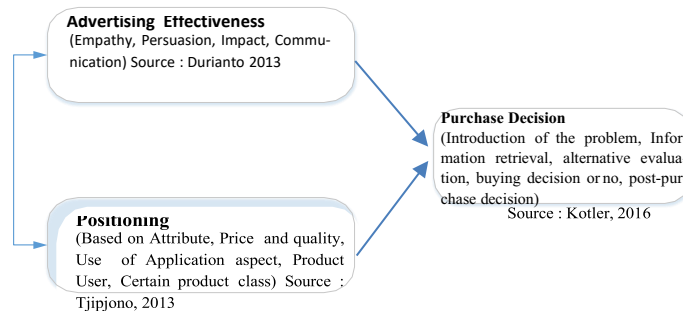


Fig. 1. Research Model

## 2 Methods

This research focuses on understanding the factors that determine Performance Expectancy, Effort Expectancy, empathy, persuasion, impact, and communication, which all contribute to the success of communication in social media usage. The subsequent step involves assessing the degree to which social media's effectiveness and positioning influence consumer decisions regarding its usage. This research employs a descriptive and verification approach, seeking to comprehend and elucidate the characteristics of the variables under investigation within a given situation or event. The survey research method is the method most frequently used in the research world to obtain data and answers to various questions from various scientific disciplines, especially regarding social-society. This book includes material such as Scientific Method, Research Steps, Research Objectives, Variable Relationships, Unit Analysis, Conceptualization, and Measurement; Population and Samples: Sampling Errors and Sampling Method; Sample Size and Error: Sampling Distribution; Survey Research: Descriptive and Analytical Surveys, Questionnaire Designing, Data Collection; Statistics for Surveys:

Descriptive Statistics, Data Characteristics, Z- Score, Normal Curves; Hypothesis Testing: Statistical Significance, Test Significance, Error (Error); Parametric and Nonparametric Statistics, Correlation and Regression Statistics; and Variant Analysis (Anova) [29]. The data used in this study are two types of data, namely secondary data (reference) and primary (questionnaire). The method used in this study is the documentation method. The documentation method used in this study is to take data through questionnaires which will be distributed into 4 points representing the city of Bandung (North Bandung, South Bandung, East Bandung, and West Bandung).

#### **Data analysis technique**

The analysis technique used to answer problem formulation number 1. Namely, by using the structural equation model, especially confirmatory factor analysis, by operating the data using Amos, which aims to see which stimuli are the most dominant in shaping the library's effectiveness various social media. For problems 2 and 3 will use an index and problem 4 will be used multiple regression.

#### **Research Methods**

The method used in this study is a descriptive method with a quantitative approach consisting of variables consisting of independent variables (dependent) and dependent variables (bound). Independent variables are variables that affect or are the cause of changes or the emergence of dependent variables. While the dependent variable is variables that are affected or that are due, due to changes in the independent variables are independent variables. The independent variables used in this study are the effectiveness and positioning (X) formed by empathy, persuasion, impact, and communication. In contrast, the dependent variable is the consumer's purchasing decision in using social media (Y). for the population in this study is the Bandung city community who use the internet and have made purchases via the internet (online) The number of samples to be taken + 400 people with calculations using the Bernoulli formula.

### **3 RESULT AND DISCUSSION**

Based on the calculation results show the dimensions of the variables Empathy, Persuasion, Impact and Communication in forming Epic Model variables Advertising effectiveness, while informing the Positioning variable consisting of dimensions: Positioning According to Attributes , Positioning According to Benefits, Positioning According to Use or Application (X23), Positioning by User, Positioning by Competitors, Positioning by Product Category, and Positioning According to Price, to the purchase decision variable consisting of Identification of Needs, Information Search, Alternative Evaluation, purchase decision and post-purchase decision. for consumer behavior in shopping for online products in lazada and Nokia is as follows (Figure 2) :

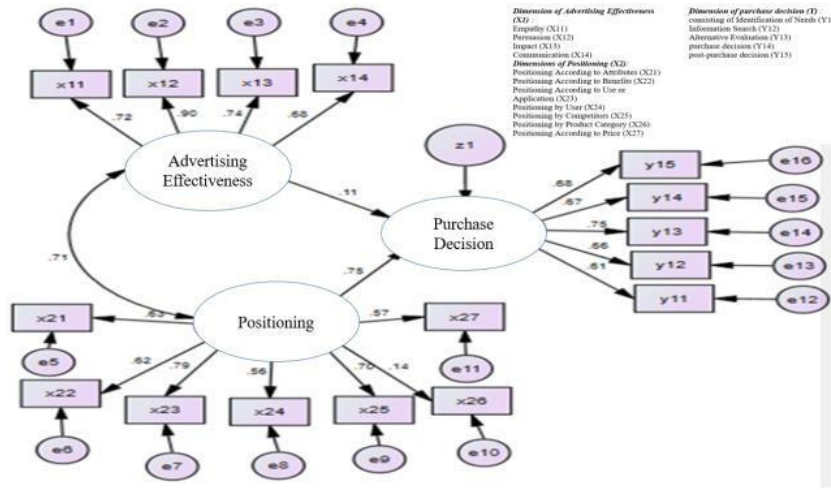


Fig. 2. Research Model

Based on the suitability test of the model, each value of the Normed Fit Index (NFI), Comparative Fit Index (CFI), and Incremental Fit Index (IFI) were 0.842, respectively; 0.900 and 0.901 which is close to around 0.90. It shows that the model is close to the model (close to the fit model). Then the relationship analysis of each dimension or structure is carried out. The equation model above is a path analysis model (path analysis) which divided into three measurement models, and one structural equation model can be explained successfully in the Figure above and mathematically can be seen in the appendix below (table 1 and table 2):

Table 1. Goodnes of fit results

<b>CMIN</b>					
Model	NPAR	CMIN	DF	P	CMIN/DF
		242.50			
Default model	35	5	101	.000	2.401
Saturated model	136	.000	0		
Independence model	16	1534.9	120	.000	12.791
<b>RMR, GFI</b>					
Model	RMR	GFI	AGFI	PGFI	
Default model	.032	.879	.837	.653	
Saturated model	.000	1.000			



Independence model					
	.160	.320	229	.282	
Baseline Comparisons					
Model	NFI Deltal	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.842	.812	.901	.881	.900
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000
Parsimony-Adjusted					
Model	PRATI O	PNFI	PCFI		
Default model	.842	.709	.757		
Saturated model	.000	.000	.000		
Independence model	1.000	.000	.000		

Table 2. Path results

			Estimate	S.E.	C.R.	P	Label
Y	<---	X2	1.011	.185	5.479	***	
Y	<---	X1	.125	.114	1.103	270	
x11	<---	X1	1.000				
x12	<---	X1	1.178	.097	12.101	***	
x13	<---	X1	.885	.086	10.327	***	
x14	<---	X1	.977	.103	9.471	***	
x24	<---	X2	1.000				
x23	<---	X2	1.134	.140	8.130	***	
x22	<---	X2	1.121	.160	6.999	***	
x21	<---	X2	.781	.110	7.112	***	
y15	<---	Y	1.000				
y14	<---	Y	.880	.102	8.645	***	
y13	<====	Y	.975	.102	9.512	***	
x25	<---	X2	.997	.131	7.608	***	

x26	<---	X2	.683	.368	1.856	.063
x27	<---	X2	963	146	6.595	***
y12	<---	Y	.804	.095	8.503	***
y11	<---	Y	805	101	7.973	***
Standardized Regression Weights: Group number 1=Default mode)						
Y	<---	X2	0.752			
Y	<---	X1	0.107			

In the measurement equation the dominant dimensions in forming Epic Model variables in succession according to the results of the table above are Persuasion, Impact, Empathy, and Communication, while the dimensions that form variables Positioning in a row are: Positioning According to Use or Application, Positioning According to Competitors, Positioning According to Attributes, Positioning According to Benefits, Positioning According to User, and Positioning by Price, and Positioning by Product Category. Next to the online product purchase decision variables in Lazada and Tokopedia

$$Y = 0,107X1 + 0,752X2 \quad (1)$$

As for the results of the calculation of the path analysis in the equation above, it shows that the positioning variable (X2) has a strong influence on product purchasing decisions on Lazada and Tokopedia (Y) compared to the Epic Model variable (X1). That is the possibility of consumers in making product purchase decisions in meeting their needs. More or more on the position of both online stores in the minds of consumers, relating to the attributes, benefits, use or application, users, competitors, and product categories, compared to the Epic Model based on Empathy, Persuasion, Impact and Communication felt by consumers.

#### 4 Conclusion

Dimensions of variables Empathy, Persuasion, Impact, and Communication have been representatives in shaping the effectiveness variable on Epic Model in purchasing products on Lazada and Tokopedia can be felt by consumers. Positioning by Attribute, Positioning by Benefit, Positioning by Usage or Application, Positioning by User, Positioning by Competitor, and Positioning according to Price, except Positioning by Product Category is still weak in forming Positioning variable, Lazada position and Tokopedia in the minds of consumers. All dimensions in making purchasing decisions consisting of: Identifying Needs, Information Finding, Alternative Evaluation, purchasing decisions

and post-purchase decisions are representative in describing behavior consumers in shopping for products online on lazada and Tokopedia. The positioning variable has a strong influence on product purchasing decisions on lazada and tokopedia compared to the epic model variable. In making this purchase, consumers consider the position or positioning of the two online stores in the minds of their consumers more than the effectiveness of the epic model they feel.

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