

The Influence of Social Media Marketing, Personal Branding and Word of Mouth on Purchasing Decisions in Production Houses Case Study: CV. Jillywosy Media Group

Gloria Bareweng

Program Studies Master of Management, Faculty of Economics and Business

Sam Ratulangi University, Indonesia

barewengglory77@gmail.com

S.L.H.V. Joyce Lopian

Program Studies Master of Management, Faculty of Economics and Business

Sam Ratulangi University, Indonesia

lopiannyoyce@unsrat.ac.id

Arrazi Hasan Jan

Program Studies Master of Management, Faculty of Economics and Business

Sam Ratulangi University, Indonesia

arrazi@unsrat.ac.id

Correspondent author:

Gloria Bareweng

barewengglory77@gmail.com

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Abstract

Paradoxical phenomena that occur in CV. Jillywosy Media Group is an important focal point in this research. Even though it has a very strong Personal Branding, it turns out that this actually contributed to a decrease in purchases which had a negative impact on the marketing strategy of this production house. Using quantitative methods and involving 120 respondents as a saturated sample, this research provides an in-depth understanding of the influence of social media marketing, personal branding, and word of mouth on purchasing decisions in the content production industry. The results of data analysis highlight that word of mouth has a very significant influence on purchasing decisions at production houses. The educational implications of this research create a deeper understanding for marketing practitioners, especially in the content production industry, regarding the importance of not only building a strong Personal Branding but also maintaining a positive balance with other factors such as word of mouth. A positive reputation built through interpersonal interactions and positive recommendations is the key to supporting

business continuity. With a deep understanding of the role of word of mouth, production houses can design more focused marketing strategies, improve the quality of production services, and support sustainable business growth. Thus, this research is not only useful for the production house industry, but also contributes to scientific literature. The factors of digital marketing, personal branding, and word of mouth in the context of purchasing decisions are subjects that need to be better understood, especially in dealing with paradoxical phenomena such as those that occur with CVs. Jillywosy Media Group.

Keywords

Social Media Marketing, Personal Branding, Word Of Mouth, Purchasing Decisions, Production House.

Introduction

Background

Purchasing decisions do not only reflect transactional actions, but also the complexity of social dynamics and changes in consumer behavior. Consumer exposure to products is at its peak, increasing the complexity of the decision-making process with psychological, social, economic and personal factors influencing preferences. Technology and digitalization play a significant role by providing instant access to product information and changing the purchasing decision paradigm to an interactive experience. Social developments, shifting trends and environmental awareness are important factors that shape consumer preferences. Marketers and researchers can develop responsive strategies by understanding consumer dynamics. Technological advances have created a transformation in information access, enabling greater global interaction. Social media, as a dominant force, is changing the dynamics of communication and personal identity. Personal branding on social media is important for influencing and collaborating with other people. Apart from being a platform for personal expression, social media is becoming the main choice for businesses in marketing, offering wide reach and high efficiency. Social media use continues to grow, reflecting its strong popularity in Indonesia.

In marketing via social media, direct interaction with customers is one of the main advantages. This strengthens the relationship between brands and customers, allows companies to listen directly to customer feedback, and respond quickly to emerging needs and issues. With features like comments, direct messages, and quick responses to questions, businesses can provide a more personalized and satisfying experience to their customers. Social media platforms also offer paid advertising options that can help businesses increase exposure of their products or services. By using advertising on social media, businesses can target audiences best suited to their products or services based on age, interests or online behavior. Another advantage is that the costs are more affordable compared to traditional advertising in media such as TV or newspapers. Additionally, businesses can track and analyze their advertising results in real time, allowing for quick adjustments if necessary. This allows businesses to create advertising campaigns that are more effective and tailored to their customers' needs. In North Sulawesi, especially in the city of Manado, the video production industry is experiencing rapid development. CV. Jillywosy Media Group is one of those present in this industry, with a focus on the field of videography. This company has built a reputation as a reliable

and innovative multimedia service provider. However, the market also includes many new freelancers who offer lower prices but promise good quality products. This gives consumers more choices at a wider price range, creating interesting market dynamics to observe.

Research purposes

1. To analyze the influence of Social media marketing, Personal Branding and WordofMouthinfluence purchasing decisions at Production Houses at CV. Jillywosy Media Group.
2. To analyze the influence of Social Media Marketing on purchasing decisions at Production Houses at CV. Jillywosy Media Group.
3. To analyze the influence of Personal Branding on purchasing decisions at Production Houses at CV. Jillywosy Media Group.
4. To analyze the influence of Wordof Mouthon purchasing decisions at Production Houses at CV. Jillywosy Media Group.

LITERATURE REVIEWS

Theories used in research

Marketing

(Kotler and Keller, 2016) *"Marketing is about identifying and meeting human and social needs, one of the shortest good definitions of marketing is meeting needs profitably."* In this context, marketing can be explained as a process related to the identification and fulfillment of human needs and their social environment. In simple words, marketing aims to fulfill these needs in a way that is profitable for all parties involved. This process involves social interaction and directed management in which individuals and organizations seek to understand market needs and desires, then create value and exchanges that benefit all parties involved. Marketing, in essence, is not simply concerned with selling products or services, but also involves a deep understanding of consumers and efforts to meet their needs and aspirations by creating meaningful value.

Social Media Marketing

(Tuten, 2021) "The practice of social media marketing involves leveraging social media technologies, platforms, and tools to generate, disseminate, deliver, and trade offerings that hold significance for an organization's stakeholders. This definition becomes evident in the evolving patterns within social media. While social media marketing traditionally shaped brands' promotional strategies, contemporary business uses encompass activities such as social funding." Which explains that apart from the influence on brand promotion, there are newer business applications through social media platforms.

Social Media Marketing indicators in researchthis, namely:

1. Trust In Information. Din the context of social media marketing refers to how strongly users believe in the content they encounter on the platform. Factors such as the reliability of the information source, platform reputation, user interaction, content relevance, and transparency play an important role in

establishing trust in information. A high level of trust in social media content has a significant impact on consumer behavior, including purchasing decisions, brand loyalty and levels of engagement with content.

2. **Concern For Privacy** is an indicator that measures the extent to which consumers feel safe and comfortable in using social media platforms for interactions and purchases. In the context of social media marketing, this refers to the extent to which consumers feel that their privacy and personal data are protected when interacting with a brand or product on social media. Low concern for privacy may make consumers less willing to interact or transact with brands on social media platforms.

3. **Perception of Reliability** Refers to how consumers assess the reliability of information and actions conveyed by brands or products via social media. This includes consumer trust in the accuracy of the information conveyed by the brand, the brand's responsibility for problems that arise, and consistency in conveying messages. The higher the perception of reliability, the more likely consumers will feel confident and comfortable in making purchasing decisions based on information received via social media.

Personal Branding

(McNally and Speak, 2004) Personal branding is a perception that is embedded and maintained in the minds of other people, which has the ultimate goal of making the public have a positive view of it so that it can lead to trust and loyalty.

(Winoto, 2016) Personal branding is a personal identity that appropriately stimulates the audience in interpreting the values and qualities of an institution that it represents to that person. From the perspective of communication science, brand endorsers and personal branding are essentially communicators who will convey communication messages from the institution they represent.

Personal branding indicators in this research include:

1. **Identity.** Identity in personal branding includes how a person presents himself to the world. This indicator highlights the extent to which a person's personal identity attracts the attention of potential buyers. A strong and consistent identity in personal branding can form a positive perception of the product or service offered, thereby increasing the likelihood of purchase.

2. **Affinity.** Attractiveness in personal branding refers to how strong the emotional connection is between a brand or individual and an audience or consumer. This indicator shows the extent to which a person's personal branding can make consumers feel connected and interested. The higher the appeal of personal branding, the more likely consumers will choose to purchase products or services associated with that brand or individual.

3. **capabilities.** Ability in personal branding refers to the skills, expertise and reputation possessed by an individual or brand in terms of meeting consumer needs or desires. This indicator shows the extent to which personal branding shows the ability to meet consumer expectations and needs. The stronger the personal branding ability, the higher consumer confidence in the product or service offered, which in turn can influence purchasing decisions.

Word Of Mouth

(Putri NR, 2013). *Word of mouth* is a statement conveyed by another individual, either personally or non-personally, who does not come from an organization or service provider to consumers.

The following are the Word Of Mouth Indicators used in this research:

1. *To Talk*. This indicator reflects how often a product or brand is a topic of conversation in daily interactions between consumers. The more often people talk about a product or brand in a positive way, the more likely it is that the information will influence other people's purchasing decisions. This reflects how effective Word of Mouth is in creating awareness and interest in the product or brand.

2. *Recommendations*. This indicator shows how often consumers recommend a product or brand to others. Recommendations from trusted individuals have a big influence in purchasing decisions. When someone recommends a product or brand to others, it reflects their level of satisfaction with the product, which can influence potential consumers' purchasing decisions.

3. *To Promote*. This indicator measures the extent to which consumers actively promote a product or brand to others, whether through social media, online reviews, or in-person interactions. When consumers become advocates for a product or brand by promoting it, they effectively become ambassadors for that brand. These promotional activities can increase brand awareness and influence other people's attitudes and purchasing decisions.

Purchasing Decision Making

(Sunyoto, 2012) The decision-making process is a cognitive process that integrates aspects such as memory storage, thought processes, information processing and evaluative judgment.

The following are indicators of decision making in this research:

1. *Identify Needs*. The process by which consumers recognize and understand their needs or desires for a product or service. This is the initial stage in the purchasing decision making process. Identification of needs is influenced by various factors, including functional needs such as food, clothing, or shelter, as well as psychological needs such as status, recognition, or pleasure.

2. *Decision Making*. Refers to the process in which consumers evaluate the various options available and select the product or service they deem best meets their needs or desires. This process involves consideration of price, quality, brand, trustworthiness, personal preferences, and previous experience. Consumers can use various strategies in making decisions, ranging from rational ones to more emotional or impulsive ones.

3. *Post-purchased Evaluation*. It includes the process by which consumers evaluate their level of satisfaction with the product or service they have purchased. This evaluation involves comparing pre-purchase expectations with actual post-purchase experiences. If consumers are satisfied with their purchase, this can strengthen brand loyalty and increase the likelihood of repeat purchases in the future.

Previous Research

(Jalal, 2022), This study focuses on how social media marketing features influence consumer purchasing decisions, with an emphasis on the fast food industry in the United Arab Emirates. The data analysis methods used include validity and reliability testing, multicollinearity testing, structural analysis, and testing the mediating role of brand trust. The study results show that social media marketing plays a significant role in influencing purchasing decisions, with brand trust mediating much of this relationship. This study evaluates the influence of social media marketing features on purchasing decisions in the fast food industry in the United Arab Emirates. Brand trust was also tested as a mediator in this relationship. Of the 267

respondents, 258 valid responses were used for data analysis. The analysis shows that social media marketing features such as interactivity, informativeness, and perceived relevance have a positive impact on purchasing decisions, while entertainment has no significant effect.

(Rusdiana and Adi, 2020).By using descriptive methods and causal associative research, this research shows how personal branding influences consumer behavior. The research results showed that the majority of respondents felt positively influenced by the personal branding carried out by Tzeza Leathermade. This can be seen from their positive response to personal branding attributes such as premium quality, handicraft expertise, Indonesian ethnic values, and a sense of pride in product locality. In simple linear regression analysis, the personal branding coefficient value is 0.928 with a significance value of 0.000, indicating a significant influence. This means that every increase in the percentage of personal branding applied by Tzeza Leathermade will increase consumer buying interest by 0.928 percent. The results of this research provide a deeper understanding of how personal branding is a key element in building an image that attracts consumers.

(Nugroho and Wuisan, 2021).This research was conducted to determine the influence of the use of social media and electronic word of mouth on purchasing decision involvement which is mediated by trust in Zalora Indonesia. Data collection was carried out by distributing electronic questionnaires to 235 respondents. The sampling technique used was non-probability sampling with purposive sampling. Data is processed using validity, reliability and statistical analysis methods. Data was processed through Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. From the research results, it can be concluded that the use of social media can positively and significantly influence purchasing decision involvement, both directly and through trust as a mediating variable. Meanwhile, electronic word of mouth does not directly influence purchasing decision involvement, and must be mediated by trust to have a positive and significant influence on purchasing decision involvement.

Research Model and Hypothesis

Research Model

This research is an explanatory research with a quantitative approach and survey format. The variables studied are X1 Social Media Marketing, X2 Personal Branding, X3 Word Of Mouth and Variable Y Purchase Decision.

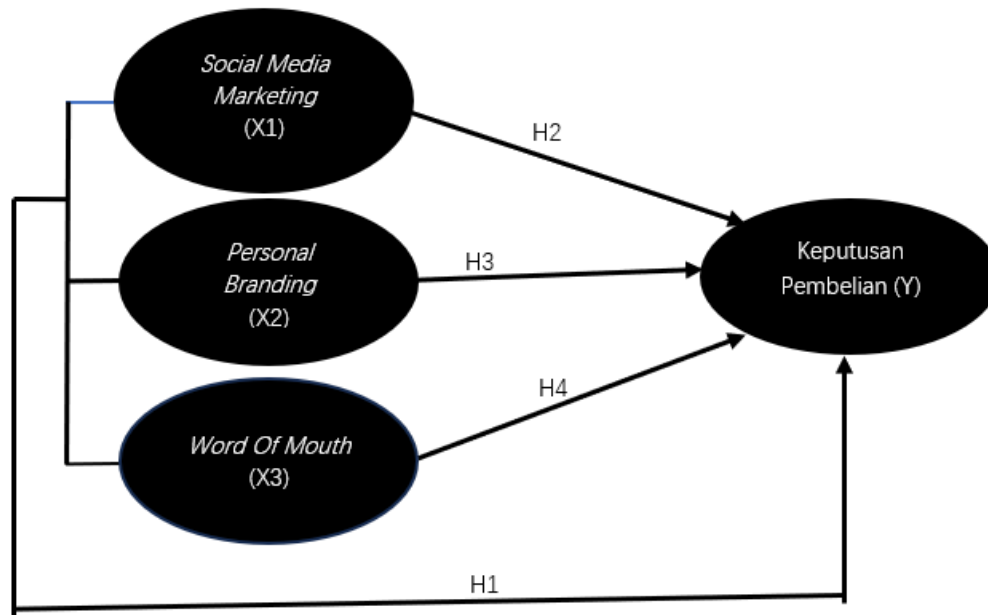


Figure 1. Research Model

Hypothesis

Based on the description of the research model that has been presented, the hypothesis proposed in this research is as follows:

H1: It is suspected that there is a significant influence between the combination of Social Media Marketing, Personal Branding, and Word of Mouth on Purchasing Decisions.

H2: It is suspected that there is an influence between Social Media Marketing on Purchasing Decisions.

H3: It is suspected that there is an influence between Personal Branding on Purchasing Decisions.

H4: It is suspected that there is an influence between Word of Mouth on Purchasing Decisions.

RESEARCH METHODS

This research is an explanatory research with a quantitative approach and survey format. Quantitative research methods are used to investigate certain populations and samples with the aim of testing predetermined hypotheses (Siyoto and Sodik, 2015). Data was collected using research instruments, and data analysis was carried out using a quantitative or statistical approach, the aim was to test hypotheses that had been previously formulated (Sugiyono, 2007).

Location and Place of Research

The research location was carried out in Manado with questionnaires distributed directly to Client CV. Jillywosy Media Group, totaling 120 analysis units.

Method of collecting data

1. Primary Data, data that the author collected directly from respondents in this research, the author collected data in the form of respondents' opinions using the questionnaire method.
2. Secondary Data, data obtained from reviewing books, journals, previous research and other information related to the problem.

Research Population and Sample

The population in this research is Client CV. Jillywosy Media Group, totaling 120 analysis units. Based on the limited population in this study, the entire population was used as a sample.

Saturated sampling, or what is known as Saturation Sampling, is a sampling method used when the number of subpopulations is relatively small. In this approach, all members of the subpopulation are taken as samples, and this sampling technique is known as saturation sampling.

Data analysis

Validity test

In analyzing this research data, the Pearson Product Moment correlation test will be used. The validity test in this research uses item analysis, the correlation of each item and the total score for each item will determine how valid the item is. Items that do not match will be corrected or if grossly invalid will be removed from the question items. The validity method in this research was carried out using SPSS 26, and the measurement criteria that will be used refer to the following provisions:

1. If $r_{count} > r_{table}$ then the instrument or item has a significant correlation with the total score, then it is declared valid.
2. If $r_{count} < r_{table}$ then the instrument or question has a significant correlation with the total score and is declared invalid.

Reliability Test

The reliability measurement technique in this research uses the Cronbach's Alpha technique with calculations using the SPSS 26 program. The reliability test criteria are as follows:

1. If Cronbach's alpha is > 0.60 or 60% then the item or variable is reliable.
2. If Cronbach alpha < 0.60 or 60% then the variable is not reliable.

Classic assumption test

The normality test is a test to see whether the residuals obtained have a normal distribution. If the data distribution is normal, it means the regression model is good. Tests to determine whether the data is normally distributed or not can use non-parametric statistical tests. The non-parametric test used is the One – Sample Kolmogorov – Smirnov (1 – Sample K – S) test with a significant value of 0.05.

Multicollinearity Test

Multicollinearity is often described as a statistical phenomenon where there is a perfect or exact relationship between independent variables or predictor variables. To determine whether there is multicollinearity, Variance Inflation Factor (VIF) and Tolerance (T) are used. If the VIF value is less than 10, and the T value is more than 0.1 and less or equal to 1, it means that multicollinearity does not occur. Conversely, if the VIF value is more than 10, and the T value is less than 0.1 and more than 1, it means that multicollinearity occurs.

Heteroscedasticity Test

The heteroscedasticity test is used to find out, test in the linear regression model whether there is inequality of variance from the residuals and one observation to another. If the variance of the residuals from one observation to another remains, then it is declared homoscedasticity and if it is different it is declared heteroscedasticity. A good regression model is a heteroscedasticity model.

Multiple Linear Regression Test

Multiple regression is often used to handle regression analyzes that involve the relationship of two or more independent variables. After the research data in the form of respondents' answers to the questionnaires distributed was collected, data analysis was then carried out based on multiple regression analysis.

Hypothesis testing

To find out how much influence the independent variables have simultaneously (simultaneously) on the dependent variable, the ANOVA test or F-test is used. Meanwhile, the influence of each independent variable partially (individually) is measured using the t-statistical test.

1. T-test to find out whether the influence of Social Media Marketing, Personal Branding, and Word of Mouth partially influences purchasing decisions at Production House CV. Jillywosy Media Group
2. F test to find out whether the variables Social Media Marketing, Personal Branding, and Word of Mouth simultaneously influence purchasing decisions at Production House CV. Jillywosy Media Group

Analysis of the Coefficient of Determination (R²)

Coefficient of Determination Analysis (R²) measures the extent to which the model can explain variations in the dependent variable. The R² value is between 0 and 1, with a small value indicating the model's limitations in explaining variation, while a value close to 1 indicates that the independent variable provides significant information to predict variation in the dependent variable. The formula used is: $R^2 = (r^2)$ Information: R²= coefficient of determination $r^2 =$ correlation coefficient.

RESEARCH RESULTS AND DISCUSSION

Research result

Validity and Reliability Test Results

All Statement Items or Indicators for Variables X1, X2, X3, and Y are Valid or valid. It is declared valid because all Pearson Correlation or rcount values are above the rtable value (Product Moment Rtable

Value Distribution table) N (number of respondents) 100 at the 5% significance level. It is declared valid because the Sig (2-tailed) value of all statement items or indicators is below 5% or 0.05 and if all statement items or indicators are valid or valid then they can be used for further statistical analysis.

Reliability Results for Variables X1, X2, X3, and Y

All research variables X1, X2, X3, and Y are declared reliable or reliable. Being declared reliable can be seen from the statistical test results of the Cronbach's Alpha Reliability Statistics table, where the value of variable X1 (Social Media Marketing) is 0.973, classified as perfect reliability, variable X2 (Personal Branding) is 0.718, classified as perfect reliability, variable of 0.852, classified as perfect reliability, variable Y (Purchase Decision) is 0.762, classified as perfect reliability. And if all variables are declared reliable or dependable then all variables can be used for further analysis testing.

Classic Assumption Test Results

From the results of the Classical Assumption test through the Normality Test, Multicollinearity Test, and Heteroscedasticity Test, it is clear that all variables are normally distributed, and there are no similarities and are good for use in subsequent tests.

Hypothesis Test Results

F test (Simultaneous), in the Anova table the Fcount value is 157.030 and the significant value is 0.001, this result explains that simultaneously the Fcount value is greater than Ftable and the hypothesis is simultaneously declared accepted.

t test (Partial), Sig value. The coefficient of the variable The coefficient of the variable The coefficient of the variable

Multiple Linear Regression Test Results

The regression equation line based on the SPSS test results is:

1. The constant value shows a positive value with a value of 10,486. This shows that purchasing decisions are considered without any influence from Social Media Marketing, *Personal Branding*, *Word of Mouth*, then the size of the purchasing decision variable is equal to 10,486.
2. The regression coefficient value for the Social Media Marketing variable is 0,145 states that Social Media Marketing has a positive effect on customer satisfaction. This shows that if Social Media Marketing experiences an increase of 1%, then purchasing decisions will increase by 0.145 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.
3. The regression coefficient value for the Personal Branding variable is -0.035 states that Personal Branding has a negative effect (in the opposite direction) on purchasing decisions. This means that if the Personal Branding variable experiences an increase of 1%, then on the other hand the Purchase Decision variable will experience a decrease of -0.035. With other variables remaining constant
4. The regression coefficient value for the Word of Mouth variable is equal to stating that Word of Mouth has a positive effect on purchasing decisions. This shows that if Word of Mouth increases by 1%,

then purchasing decisions will increase by 0.172 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. 0.172

Multiple Correlation Test Results R and Terminated Coefficient R²

Show the magnitude of the influence of the Social Media Marketing variable, *Personal Branding*, *Word of Mouth* on purchasing decisions, namely 0.127 or 12.7%. This means that the ability of the independent variable in this research influences the dependent variable by 12.7%, while the remaining 87.3% (1 – 0.127) is explained by variables other than the independent variables in the research.

Discussion

Many factors influence purchasing decisions, but in this research the researcher chose the variables Social Media Marketing (X1), Personal Branding (X2), and Word of Mouth (X3) on Purchasing Decisions (Y) on CV. Jillywosy Media Group. The results of the F statistical test which was carried out to see the simultaneous influence of the independent variables on the dependent variable showed a significant value of 0.001 where the value was <0.05. Thus, the variables Social Media Marketing (X1), Personal Branding (X2), and Word of Mouth (X3) simultaneously influence Purchasing Decisions (Y) at CV. Jillywosy Media Group.

Based on the results of the T test, the Social Media Marketing variable (X1) has a significant value of 0.002, where the value is <0.05. This shows that the Social Media Marketing variable (X1) has a positive and significant influence on Customer Satisfaction (Y). This means that news on social media can influence consumers' decisions in purchasing services at CV. Jillywosy Media Group.

Based on the T test results above variables *Personal Branding* (X2), has a significant value of 0.391 where the value is >0.05. This shows that the Personal Branding variable (X2) does not have a significant effect on purchasing decisions (Y). These results provide evidence that Personal Branding from CV. Jillywosy Media Group is not yet well known.

Based on the T test results, the Word of Mouth variable (X3) has a significant value of 0.014, where the value is <0.05. This shows that the Word of Mouth variable has a positive and significant influence on customer satisfaction. This means that the information received by respondents about CV. Jillywosy Media Group is good information that can trigger consumers to make purchases.

CLOSING

Conclusion

Based on the problem formulation, research objectives, and research results, this research produces several conclusions, namely:

1. Simultaneously *Social Media Marketing*, *Personal Branding*, and *Word of Mouth* influence on buying decision.
2. Partially *Social Media Marketing* has a positive impact and influences significant to purchasing decisions.
3. Partially *Personal Branding*, does not have a significant effect on purchasing decisions.

4. Partially *Word of Mouth (WoM)*, have a positive impact and influence significant to purchasing decisions.

Suggestion

Based on the findings and conclusions of this research, there are several suggestions that can be useful for companies and for further research. The suggestions are as follows:

1. CV. Jillywosy Media Group utilizes social media to greet and offer menus to customers more often so that interactions with customers can be well maintained and to greet customers who are about to order or have ordered previously so that customers can be more satisfied with interactions with CV management. Jillywosy Media Group.

2. CV. Jillywosy Media Group is expected to improve and improve the company's Personal Branding so that it can attract a lot of interest from customers and potential customers.

3. Based on the results of research on the Word of Mouth variable, companies can examine more deeply the quality provided, especially the emergence of Word of Mouth in marketing can arise when consumers feel satisfied with the quality that the company provides to consumers. Based on the results of the research that has been carried out, researchers are of the opinion that the quality of the company provided to consumers has shown good things as evidenced by the Word of Mouth variable which has a significant influence on purchasing decisions at CV. Jillywosy Media Group.

4. Based on the results of this research, it is hoped that it will provide additional knowledge, understanding and insight for readers and future researchers in conducting research related to purchasing decisions. For future writers, it is hoped that this thesis can help in writing theses related to Social Media Marketing, Personal Branding, Word of Mouth and purchasing decisions.

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