

THE INFLUENCE OF WORD OF MOUTH, FACEBOOK ADS AND PERSONAL SELLING ON THE PURCHASE DECISION OF POINTS OF SALES (POS) PACKAGES AT SENNA

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Abstract

This study aims to analyze the effect of word of mouth, facebook ads and personal selling on purchasing decisions at PT Senna Kreasi Nusa. This study uses a quantitative approach. The population in this study were consumers of PT. Senna Kreasi Nusa. The sampling technique used in this study is a non-probability sampling technique which produces a sample of 75 consumers. The data collection technique used is a questionnaire. The data was obtained by using multiple linear regression analysis, first the instrument test and classical assumption test were performed. The results showed that the variables word of mouth, facebook ads and personal selling had a positive and significant effect on the purchasing decisions of PT. Senna Kreasi Nusa.

Keywords: *WordOf Mouth;Facebook Ads;Personal Selling;Purchasing Decisions*

1.Introduction

The development of increasing sophisticated and modern technology involving internet users is one of the choices of promotional media through social media from companies to market a product or service called emarketing. E-marketing is the marketing side of e-commerce which is a company activity to communicate something, promote and sell goods or services through the internet (Kotler and Armstrong (2016: 278)). The progress of the business world has penetrated into people's lives, apart from entrepreneurs, who are in the business world, office employees and even students are now also able to run a business. With businesses getting bigger every year and consumer needs for business interests are urgently needed, each business must have its own charm for consumersSURIANTO, MA, & AISYAH, N.(2009) Technology plays a very important role in the concept of electronic marketing like this which has new methods in the business world. Based on the results of a survey at the Indonesian Internet Service Association (APJII) describing the results of a survey on penetration and behavior of internet users in 2018, the survey results stated that internet user penetration increased to 171.17 million people over the past year. This figure increased by 10.12% compared to the previous year of 143.26 million people. Compared to the BPS version of the population of 264.16 million, it can be said that 64.8% of Indonesia's population has accessed the internet.

Seeing the increasing number of internet users in Indonesia, the development of social media has an impact on the way companies communicate. Marketing through social media is usually centered on the company's efforts to build content that attracts attention and encourages consumers to connect and share information with companies through social media networks that are available and become platforms that are easily accessible by anyone. Social media is an internet-based technology that facilitates conversation. The main difference with traditional web applications is the platform in the form of content creation, content uploading, networking, covering, media sharing, and bookmarking. Broadly speaking, social media can be grouped into five kinds of egocentric sites (allowing users to create profiles), community sites (building communities in a virtual world), opportunistic sites (facilitating business), passion-centric sites (connecting with fellow enthusiasts), and media sharing sites (various content, images, audio, and video), (Tjiptono 2015:395). According to Kompas.com, social media penetration of 3.4 million users is more active on social media using mobile devices, which is 4.45 percent of the total human population. Social media Facebook is still the king of

global social media with 113.3 million active users in the age range of 13-17 years and the total number of Facebook users has increased by almost 5% in the last three months to July 2019 reaching 1.9 billion. Meanwhile, Snapchat became the second most popular app with a total of 66.9 million users and a 19% growth in the number of users in the last three months. Behind Snapchat stands a competitor, Instagram, which has 52.9 million users and a total of 849.3 million Instagram users of various ages. While in fourth position is Twitter with a total of 20.2 million users and a total of 254 million Twitter users

With the highest level of social media users, Facebook is one of the most popular social media networks with the most users in Indonesia today. People can upload various media, participate in games, join groups, add pages to their likes list, and many activities are used in facebook. 5 The Facebook social network makes it easy for everyone to share information, communicate with everyone.

One of the companies that use Facebook social media promotion is PT. Senna Kreasi Nusa. PT. Senna Kreasi Nusa is a company engaged in information technology and is developing the Senna Kasir application to make it easier for business actors to manage their finances. PT. Senna Kreasi Nusawas founded in 2018 under the name CV. Mitra Anak Negeri on Jl. Wonosari No. 253, Circle, Baturetno, Kec. Banguntapah, Bantul, DIY. CV. Mitra Anak Negeri moves to focus on application development. PT. Senna Kreasi Nusa has a vision of combining technology and sustainable business for every need in business management for everyone.” However, another problem that arises when the number of sales decreases every month during 2021, here is the sales data of PT. Senna Kreasi Nusa from January to December 2021.

Table 1.1
Sales Target And Realization
PT. Senna Kreasi Nusa
January - December 2021

Month	Number of Users	Target User	Percentage
January 2021	230	250	92
February 2021	210	250	84
March 2021	193	250	77.2
April 2021	175	250	70
May 2021	160	250	64
June 2021	181	250	72.4
July 2021	200	250	80
August 2021	167	250	66.8
September 2021	178	250	71.2
October 2021	169	250	67.6
November 2021	170	250	68
December 2021	155	250	62
Amount		3000	87.5
Average		250	72,933

The table shows the sales of PT. Senna Kreasi Nusa during January to December 2017, where from the target of 250 people, they were only able to reach an average of 3000 per month or around 72.93 percent and were unable to achieve the target that had been set, this indicates a decline in consumer purchasing decisions of PT. Senna Kreasi Nusa.

One of the factors that influence consumer purchasing decisions is word of mouth , where Word of Mouth (WOM) is word of mouth communication about the assessment or view of a product or service, either to two or more people, which aims to provide personal information . Meanwhile, word of mouth is also one of the most effective strategies that is very influential in consumer decisions in using products or services, and word of mouth can also build a sense of customer trust. Joesyiana (2018:73). Therefore, word of mouth is one of the most powerful media in communicating products or services to two or more people, because basically humans will be more interested in products or services that have been purchased by someone, be it friends, neighbors or family. They are also more confident and more influenced by their actions,

The second factor that influences purchasing decisions is that Facebook ads or Facebook ads are paid advertising features that are specifically at business people, communities, brands, public figures, and also for

people who promote their goods/services. This feature is to promote or advertise a Fanpage that was previously created by Facebook users with different reach. At this time many business people promote their business through Facebook ads. The purpose of this marketing business is to introduce products or services so that the products and services offered are in accordance with the wishes of consumers. Marketing also provides information in the form of promotions to offer products or services that aim to attract potential consumers, create purchases, create repeat purchases, create indirect labor,

The third factor that influences purchasing decisions is personal selling. Personal selling or personal selling is a direct promotional activity between the two parties (seller and buyer) which ultimately results in an exchange of products or services. Which offers high quality products through a personal selling network, which is different from the retail system in general. In terms of marketing its products use a personal selling marketing system. The personal selling marketing model helps salespeople more easily explain the advantages of their products so that they can directly influence potential customers to make a purchase. Each product marketing group has salespeople to market their products by visiting buyers. Basically, the salespeople previously received training in order to be able to make sales effectively and efficiently.

Several previous research results, such as research from Feri Arif (2020) and Heny Herawati (2021) which stated that Word of Mouth had a positive and significant effect on purchasing decisions. Research conducted by De Caprio (2020) and Moh Faisal (2021) which states that the facebook ads variable has a positive and significant effect on purchasing decisions. Research from Rani Rifani (2019) and Tika Hapsroni (2016) which states that personal selling variables have a positive and significant effect on purchasing decisions.

Based on the above background and some previous research, this research will take the title Effect of Word Of Mouth, Facebook Ads and Personal Selling on Purchase Decisions (Study on Consumers of PT. Senna Kreasi Nusa)

Buying decisions.

Purchasing decisions according to Kotler and Armstrong (2016: 181) are consumer attitudes that form preferences for brands in a set of choices and also form an intention to buy the brand that is most preferred by consumers.

Word Of Mouth

According to Priansa (2017:338), word of mouth (WOM) is one of the effective marketing strategies to reduce promotional costs and the company's distribution flow. Word of mouth can influence other people, their images, thoughts, and decisions. Word of mouth is formed in a group because in reality consumers trust other people more than the advertisements launched by the company.

Facebook Ads.

Facebook ads or Facebook ads are paid advertising features that are specifically at businesses, communities, brands, public figures, and also for people who promote their goods/services. This feature is to promote or advertise a Fanpage that was previously created by Facebook users with different reach. At this time many business people promote their business through Facebook ads. The purpose of this marketing business is to introduce products or services so that the products and services offered are in accordance with the wishes of consumers. Marketing also provides information in the form of promotions to offer products or services that aim to attract potential consumers, create purchases, create repeat purchases, create indirect labor, and create megabrand products (perpuskampus.com, 2016).

Personal Selling.

Personal Selling according to Sunyoto (2015) is the presentation of products to consumers by a representative company salesperson. According to Sangadji and Sopiah (2013) personal selling is a conversation with one or more prospective buyers or what is commonly referred to as an oral presentation at creating sales. Based on the above definition, it can be concluded that personal selling is a form of company communication to consumers through face-to-face to introduce the products offered in the hope that consumers know and buy these products.

2.Method

The research was conducted using a quantitative approach. According to Sugiyono (2018: 35-36) quantitative method is a research method based on the philosophy of positivism, used to examine a particular population or sample, data collection using research instruments, quantitative data analysis, with the aim of testing predetermined hypotheses. According to Sugiyono (2016; 149) suggests that the sample is part of the number

of characteristics possessed by the population. Sampling is carried out by means of non-probability sampling where sampling techniques do not provide equal opportunities or opportunities for each element or member of the population to be selected as samples (Sugiyono, 2018; 122) . The number of samples in this study was determined based on the theory put forward by Malhotra (2017:368-369), that the number of samples or respondents with an unlimited population is at least four or five times the number of sub-variables studied . In this study, 15 sub-variables (15x5 = 75) were used. So based on the above formula the sample taken is 75.

Data was collected by conducting surveys, distributing questionnaires, interviews, and literature studies. The research instrument used a Likert scale. The test used is the instrument test, namely the validity and reliability test, after this is the classical assumption test, only the hypothesis testing and the last is the determinant test. All of these tests were carried out in stages and systematically. The descriptive method in this study tries to describe the profile of the respondents who filled out the questionnaire so that a good picture of the gender, age and even education of the respondents is obtained, this is needed to convince researchers how accurate the data sources are . Multiple linear regression test was used in this study because the researcher used more than one independent variable, so that after testing the classical assumptions and it was not proven that there was a problem, parametric testing would be used. The equation of multiple linear regression is Information:

$$Y = + 1 X 1 + 2 X 2 ++ 3 X 2 3 + e _ _$$

Y = Bound Variable

□ = Constant

b 1 , b 2= Regression coefficient

X 1 , X 2= independent variable)

e = Standard error/confounding variable

3. Findings and Discussion

Respondents in this study can be seen from the table based on the gender of the respondents. Table 1 can be seen below:

Table 1 Gender

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LAKI - LAKI	46	61.3	61.3	61.3
PEREMPUAN	29	38.7	38.7	100.0
Total	75	100.0	100.0	

From the results seen above, we can see that the most dominant respondents in this study were men with a total of 46 respondents (61.3%), while the fewest were women with a total of 29 respondents (38.7%).

Respondents in this study can also be seen based on the age of the employees. Respondents by age can be seen from table 2 below:

Table 2age

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
UMUR	75	21.00	60.00	32.5467	8.70584
Valid N (listwise)	75				

From the results seen above, we can see that the respondents in this study were on average 32.54 or 32, while the lowest age of respondents was 21 and the highest age was 60.

Test Instrument Data

Before being used in further analysis, the instrument in this study was first tested for the validity and reliability of the instrument using SPSS (Social Product of Social Science).

Validity test

According to Sugiyono (2018:121) stated that, Validity is the instrument that can measure what should be measured. Valid shows the degree of accuracy between data that actually occurs on the object and data that can be collected by researchers. According to Ghazali (2016: 53), the validity test in this study used the help of the SPSS program by comparing the calculated r value with the r table value. If the value of r count > r table and is positive, then the data is valid.

Table 3 Validity Test Results

No.	Items Question	R Count	R Table	Sig	Information
1	<i>Word Of Mouth</i>				
	X1.1	0.667	0.2272	0.000	Valid
	X1.2	0, 821	0.2272	0.000	Valid
	X1.3	0.801	0.2272	0.000	Valid
2	<i>Facebook Ads</i>				
	X2.1	0.790	0.2272	0.000	Valid
	X2.2	0886	0.2272	0.000	Valid
	X2.3	0, 945	0.2272	0.000	Valid
	X2.4	0.945	0.2272	0.000	
3	<i>Personal Selling</i>				
	X3.1	0.668	0.2272	0.000	Valid
	X3.2	0.824	0.2272	0.000	Valid
	X3.3	0.774	0.2272	0.000	Valid
3	<i>Buying decision</i>				
	Y1.1	0, 828	0.2272	0.000	Valid
	Y1.2	0, 872	0.2272	0.000	Valid
	Y1.3	0.708	0.2272	0.000	Valid
	Y1.4	0.345	0.2272	0.000	Valid
	Y1.5	0.696	0.2272	0.000	Valid

From the results of the instrument validity test, all variables obtained r count > r table 0.2272. So all the statement items from the independent and dependent variables are proven valid

Reliability Test

A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable from time to time. Testing is done by trying out the instrument only once, then the data obtained from the analysis with a certain technique, in this case the technique used is the Cronbach Alpha technique (α). A variable is said to be reliable if it gives an alpha value > 0.70 Ghazali (2017)

Table 4 Reality Test Results

Variable	Alpha	Items	Critical limit	Information
<i>Word Of Mouth</i>	0.810	4	0.7	Reliable
<i>Facebook Ads</i>	0.840	5	0.7	Reliable
<i>Personal Selling</i>	0.801 _	4	0.7	Reliable
Buying decision	0.772 _	6	0.7	Reliable

Based on table 4.4.3 the results of the reliability test (consistency of respondents' answers) have shown an adequate reliability value. The Alpha value for each variable shows a high value and has exceeded the critical limit of 0.7, which means that all data obtained from the research instrument is declared to have met the reliability of the variable measuring instrument.

Classic assumption test

Normality test

(Gholzai, 2017;69). The normality test is intended to determine whether the residuals of the regression model under study are normally distributed or not. Which is used to test for normality using the Kolmogorov-Smirnov test method. If the significance value of the Kolmogorov-Smirnov test is > 0.05 , then the assumption of normality is met.

Table 5 One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.43436189
Most Extreme Differences	Absolute	.093
	Positive	.093
	Negative	-.053
Kolmogorov-Smirnov Z		.808
Asymp. Sig. (2-tailed)		.532

a. Test distribution is Normal.
 b. Calculated from data.

Based on table 5, it is known the value of Asymp . Sig (2-tailed) is 0.532 greater than 0.05. This indicates that the significant value $> (0.532 > 0.05)$ so it can be concluded that H_0 is accepted, which means the residual data is normally distributed.

Heteroscedasticity Test

Seeing the existence of heteroscedasticity is to use statistical tests. The statistical test chosen is the Glejser test, the basis for making decisions on the heteroscedasticity test through the Glejser test is if the results are sig. $> \alpha = 0.05$, then there are no symptoms of heteroscedasticity (Ghozali, 2017;139)

Table 6 Heteroscedasticity Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.552	.728		2.132	.036
	Word Of Mouth	-.134	.080	-.265	-1.675	.098
	Facebook Ads	.007	.049	.024	.152	.880
	Personal Selling	.080	.071	.156	1.125	.264

a. Dependent Variable: ABS_RES

Multicollinearity Test

According to Ghozali (2018:106) Multicollinearity can also be characterized by the tolerance value (TOL) and the Variance Inflation Factor (VIF) value. Multicollinearity is indicated by If the tolerance value > 0.10 and VIF < 10, there is no multicollinearity. However, it cannot be detected with certainty which independent variables are correlated with each other

Table 7 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Word Of Mouth	.534	1.874
	Facebook Ads	.548	1.823
	Personal Selling	.696	1.438

a. Dependent Variable: Keputusan Pembelian

Data Analysis Techniques

Multiple Linear Analysis

To determine the closeness of the results of data processing with SPSS about the effect of Word Of Mouth (X1) Facebook Ads (X2) and Personal Selling on Purchase Decisions (Y) at PT Senna Kreasi Nusa, multiple linear regression can be used. Multiple linear regression equations can be seen from the coefficient values in the following table:

Table 8 Multiple Linear Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.304	1.146		2.883	.005
	Word Of Mouth	.599	.125	.418	4.778	.000
	Facebook Ads	.206	.077	.231	2.678	.009
	Personal Selling	.518	.112	.355	4.634	.000

a. Dependent Variable: Keputusan Pembelian

The constant has a regression value of 3.304, meaning that if the variable word of mouth (X1) facebook ads (X2) and personal selling is considered zero, then there is an increase in purchasing decisions of 3.304. Word Of Mouth (X1) has a regression coefficient of 0.559 with a positive direction, meaning that for every 1% increase in the Word Of Mouth variable, there will be an increase in purchasing decisions of 55.9%. Facebook Ads (X2) has a regression coefficient of 0.206 in the positive direction, meaning that every 1% increase in the Facebook ads variable (X2), there will be an increase in purchasing decisions of 20.6%. Personal Selling (X3) has a regression coefficient of 0.518 in the positive direction, meaning that every increase in the personal selling variable (X2) by 1%, there will be an increase in purchasing decisions of 51.8%.

Partial Hypothesis Test (t Test)

The t-test is a test that is carried out to determine the relationship of the independent variables to the related variables partially. Where the t test looks for tcount and compares with ttable whether the independent variable partially has a significant effect or not with the dependent variable. Table 10. Results of t-test

Table 9 T-Test Results

Coefficients(a)

Model		T	Sig.
1	(Constant)	2,883	.005
	Word Of Mouth	4.778	.000
	Facebook Ads	2,678	.009
	Personal Selling	4.634	.000

a Dependent Variable: Purchase Decision

The effect of word of mouth on purchasing decisions. The word of mouth variable (X1) on purchasing decisions (Y) obtained at value of 4.778 which is greater than ttable 1.993 with a probability value (sig) of 0.000 which is smaller than a 0.05, it can be concluded that H0 is rejected and Ha is accepted, meaning word of mouth (X1) has a significant effect on purchasing decisions (Y) at PT Senna Kreasi Nusa. Effect of facebook ads on purchasing decisions. The facebook ads variable (X2) on sales promotion (Y) obtained at value of 2.678 which is greater than t table 1.993 with a probability value (sig) of 0.009 less than a 0.05, it can be concluded that H0 is rejected and Ha is accepted, meaning facebook ads (X2) have a significant effect on purchasing decisions (Y) at PT. Senna Kreasi Nusa. The influence of personal selling on purchasing decisions. The personal selling variable (X3) on purchasing decisions (Y) obtained at value of 4.634 which is greater than t table 1.993 with a probability value (sig) of 0.000 which is smaller than a 0.05, it can be concluded that H0 is rejected and Ha is accepted, meaning personal selling (X3) has a significant effect on purchasing decisions (Y) at PT. Senna Kreasi Nusa.

Coefficient of Determination

The Coefficient of Determination Test (R²) is basically used to predict how much the influence of the independent variable contributes to the dependent variable in the study. If the coefficient value is close to one, it is said that the independent variable has a very strong influence on the dependent variable in the study. Meanwhile, if R² is small, the influence of the independent variable on the dependent variable is very low, Ghazali, (2018; 97). The coefficient of determination shows the magnitude of the contribution of the independent variable to the dependent variable in the research conducted

Table 10 Results of the Coefficient of Determination

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.710	.698	1.464

a. Predictors: (Constant), Personal Selling, Facebook Ads, Word Of Mouth

b. Dependent Variable: Keputusan Pembelian

In Table 10 Model Summary, the value of Adjusted R Square = 0.689 is obtained. That is, the independent variables (word of mouth, facebook ads and personal selling) can explain the variability of 69.8% of the dependent variable (purchase decisions), while the remaining 31.1% is explained by other variables not examined in this study.

Discussion

The results showed that the variable Word Of Mouth (X1) obtained a t-count of (4.778), while the t-table of (1.993) at a significant level of 5%. Thus the results of statistical calculations show that partially the word of

mouth variable (X1) is proven to have a significant effect on purchasing decisions. The results of the significant research illustrate that the magnitude of the role of word of mouth in the company can improve purchasing decisions. Word of Mouth has an important influence in purchasing decisions and in shaping consumer behavior Jalilvand (2012). Word of Mouth can also have an important power in terms of providing valid and reliable information, so that the type of communication is in the form of non-commercial messages that have a higher level of persuasiveness with high trust and credibility as well Jalilvand (2012).

The results showed that the Facebook Ads variable (X2) obtained a t-count of (2.678), while the t-table of (1.993) at a significant level of 5%. Thus the results of statistical calculations show that partially the facebook ads variable (X2) is proven to have a significant effect on purchasing decisions. Significant research results illustrate that the large role of Facebook ads in companies can improve purchasing decisions. Facebook ads have an important influence on purchasing decisions. Facebook ads or Facebook ads are paid advertising features that are specifically at businesses, communities, brands, public figures, and also for people who promote their goods/services. This feature is to promote or advertise a Fanpage that was previously created by Facebook users with different reach. At this time many business people promote their business through Facebook ads. The purpose of this marketing business is to introduce the brand so that the products and services offered are in accordance with the wishes of consumers. Marketing also provides information in the form of promotions to offer products or services that aim to attract potential consumers, create purchases, create repeat purchases, create indirect labor, and create megabrand products (perpuskampus.com, 2016) Research results from De Caprio (2020)) and Moh Faisal (2021) which results that facebook ads have a positive and significant influence on purchasing decisions.

The results showed that the value of the Personal Selling variable (X3) obtained a t-count of (4,634), while the t-table of (1.993) at a significant level of 5%. Thus the results of statistical calculations show that partially the personal selling variable (X3) is proven to have a significant effect on purchasing decisions. Significant research results illustrate that the higher the personal selling given, the lower the purchase decision will be. This is in accordance with Alma Buchori's (2014) opinion that personal selling is an ancient and also the oldest way of marketing a product, this method is unique, not easy to repeat and can create two-way communication that provides direction and ideas between sellers and buyers, this is the most effective method of sales promotion to arouse the hearts of buyers immediately, and at the right place,

4. Conclusion

Based on data analysis and discussion, the following conclusions have been obtained: Strategy From the results of multiple linear regression testing, this study produces, namely, the variables word of mouth, facebook ads and personal selling have a positive and significant effect on purchasing decisions, which means that if word of mouth, facebook ads and personal selling are increased, it will increase purchasing decisions.

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