

## PERCEPTION OF SOCIAL MEDIA MARKETING BY USERS OF E-COMMERCE MARKETPLACE AND ONLINE FOOD DELIVERY

**Yoesoep Edhie Rachmad**

\*Indonesia School of Economics (STIESIA) Surabaya, Indonesia

\*Corresponding Author : [yoesoepedhie@gmail.com](mailto:yoesoepedhie@gmail.com)

<https://orcid.org/0000-0001-6414-3252>

**Abstract.** Social commerce is growing rapidly in Indonesia because of the ease of use of social media applications. The online shopping feature on social media has caused some e-commerce users to start switching to using social media for shopping. Several social media now provide paid features and shopping features such as Instagram Shop, Facebook Shop, and TikTok Shop. This is part of social commerce which has the basic function of social media with a trading function. Qualitative methods are used in this study. The object of this study was 200 users, namely three online food delivery e-commerce users, social media users, and e-commerce marketplace users. The purpose of this research is to analyze perceptions about social media marketing by e-commerce online food delivery users, social media users, and e-commerce marketplace users. The findings of the study were (1) 200 respondents always looked for information and product reviews on social media before shopping on e-commerce marketplaces and social media. (2) Social media is a business opportunity for influencer marketing and selebgram in the influencer industry. (3) Social media has the potential to become a promising buying and selling platform in the future, and has a great opportunity to become social commerce.

**Kata kunci:** Digital Marketing, MarketPlace, E-Commerce, Social Commerce, Social Media Marketing,

### INTRODUCTION

The evolution of digital business has prompted changes in the functionality of social media. Currently, social media has changed its function to be used to buy and sell directly. The online shopping feature on social media has led some Indonesians to switch from direct shopping to online shopping via social media. Social commerce is developing very fast in Indonesia, because the use of social commerce applications is easy to understand, so many Indonesians are interested in shopping on social commerce. Social media has become a phenomenon in marketing, as companies use social media to inform, impress and retain existing consumers. Social media marketing empowers business enterprises to generate the perceived brand quality activities and builds ideas among consumers to continue using the company's products and services (Yang, Qing. et al., 2022).

During the Covid-19 pandemic, the government and various parties in Indonesia imposed activity restrictions, social distancing, wearing masks, and staying at home. The Covid-19 pandemic has opened up many opportunities for buyers and sellers in online shopping activities. Non-tech-savvy and less educated consumers are forced to switch to online shopping

from offline shopping (Prasad, Ram Komal. and Srivastava, Manish Kumar, 2021). Many food suppliers are switching from traditional model or dine-in to e-commerce online food delivery, which is their additional source of income. The rapid development of food delivery services has attracted the attention of several culinary businesses to join online food delivery e-commerce as a promotional medium to increase sales volume (Rachmad, Yoesoep Edhie. and Budiyanto, 2022). The results of this study are that there is an increase in transactions of 51% of their sales volume per day after using three e-commerce online food delivery. Shopeefood ranked first by transaction volume, accounting for 48.19%, followed by Gofood, accounting for 26.39%, and Grabfood, accounting for 25.42%.

In the middle of 2022, the government stipulates that restrictions on activities outside are no longer tightened, but remain within the health protocol. The community has been bored with restricting their activities for 2 years during the Covid-19 pandemic. So, Getting people to be less interested in ordering food online and more interested in buying food directly. The behavior of people who want to exist and go viral in the social media world, makes them share their activities on their social media, including activities in buying food. This fact makes social media a center for providing culinary information that is trending and viral, which attracts the attention of other people to visit to buy food directly and make videos while on the move to share on their social media.

Social media provides a socially interactive environment where consumers have the opportunity to engage with brands, exchange ideas with other users, create content and influence the masses (Ceyhan, Ayben., 2019). Today, many companies use social media tools to attract buyers by participating in the online social environment. Social commerce has advanced, integrating many social media tools and programs that can be used in an e-commerce environment (Esteva, Santiago., 2022). Social media plays an important role in building customer loyalty, customer loyalty has become the company's main goal (Yang, Zhiguo., et.al, 2022).

Social media has played an important role in marketing strategies. As part of social media, social networking sites can be utilized by companies to create direct communication and good relations with their customers (Chen, Shih-Chih., et.al, 2021). Social media marketing campaigns have become an effective factor affecting brand image and brand loyalty (Bilgin, Yusuf., 2018). Active sWOM on social commerce sites will provide more positive content for companies, as this active sWOM comes from satisfied and loyal users, and it is assumed that they will rate the product positively and report a good experience (Herrando,

Carolina. et. al, 2021).

Culinary businesses who see the community behavior that exists in the social media world and become viral, let culinary businesses promote by placing ads on social media such as Facebook, Instagram, and TikTok. Culinary businesses believe that food is not being ordered as much via online food delivery services as it was during the Covid-19 pandemic. This fact has changed the behavior of culinary entrepreneurs who previously used online food delivery services and are now turning to social media for marketing.

Based on the phenomenon of changes in people's behavior towards social media marketing, and the perceptions of online food delivery e-commerce users, social media users, and e-commerce marketplace users (Rachmad, 2022, 4). From this phenomenon, the researchers saw a business divide, that is, social media marketing has led to a shift in the behavior of e-commerce users from e-commerce to social commerce. The main purpose of this study is to analyze the perception of social media marketing among Grabfood, Gofood and Shopee users, Facebook, Instagram and Tiktok users, Lazada, TokoPedia and Shopee users.

## **THEORETICAL STUDY**

### **Digital Marketing**

Digital Marketing is a way to carry out trade or business transactions on electronic media or the internet via computers and telecommunication networks. Digital marketing is the development of marketing that combines traditional business principles with modern technology and commerce (Rachmad, 2022, 5). Digital marketing involves the use of electronic tools and technology to exchange goods and services between two or more parties.

### **E-Marketing**

E-marketing is a dynamic marketing campaign that uses technologies, applications and business processes that connect companies, consumers and specific communities. Large-scale goods exchange transactions between retailers and consumers of various commodities are carried out in electronic transactions.

### **Social Media Marketing**

Social media is used by the public to socialize in cyberspace and now it has changed its function to become a place to shop. Social media plays an important role in promoting tourism in Indonesia (Rachmad, 2022, 11). Social commerce is the part of e-commerce that involves the process of using social media that supports social interaction and user contribution to

facilitate the online purchase of goods or services. Before they know it, users are engaging in social commerce, where users are shopping. Consumers always rely on social media to make decisions when purchasing items, influenced by some consumers who often review or simply promote these items on their social media accounts. Currently, it is known that several social media such as Facebook, Instagram, Tik Tok, and WhatsApp already have a shopping feature.

### **Online Food Delivery**

Online Food Delivery is an indirect product distribution or distribution network. Online Food Delivery becomes a Broker, a party that acts as a middleman between buyers and sellers. Online food delivery has many partners or partners, such as restaurants, food warehouses, and food stalls, to provide services and connections between restaurants and consumers (Rachmad, 2022, 7). The restaurant partner displays the restaurant's menus on the application and consumers can order food online and have it delivered to a predetermined location in a short time.

### **Social commerce**

Social commerce is the practice of buying and selling goods or services on social media platforms. This business model forces social media to grow beyond its original function. In the beginning, social media was a medium of interaction between social media users. Social commerce is a more interactive sales model than e-commerce. The term social commerce may not be as well known as e-commerce (Kutoyo, 2022, 241). With the help of social commerce, users can not only experience being social in cyberspace, but at the same time search for desired products, search for the best stores, select and buy products, and conduct transactions directly through social media applications.

### **E-commerce**

E-commerce is a form of trade that uses a digital platform with a business model that allows buying and selling online. E-commerce is a medium that allows buying and selling over the Internet without the buyer and seller having to meet in person (Kutoyo, 2022, 244). E-commerce is an online channel that a person can reach through a computer, it is used by business people to conduct their business activities, and it is used by consumers to obtain information to make choices.

## **RESEARCH METHODS**

### **Types of Research and Description of Research Objects**

Researchers use qualitative research methods by collecting detailed and in-depth

descriptive data. The objective of this study was composed of 100 informants in group A, culinary partners in e-commerce online food delivery, and 100 informants in group B, consumers of e-commerce online food delivery. The subject of this study is 200 respondents from Surabaya who have the same standard requirements, namely:

1. Users of three online food delivery namely, Grabfood, Gofood and Shopeefood.
2. Users of three social media namely, Facebook, Instagram, and Tiktok.
3. Users of three e-commerce marketplaces namely, Lazada, TokoPedia and Shopee
4. Have been an active user in the past year.

### **Data Collection Technique**

This research was conducted from October 2021 to June 2022, researchers were in the field and acted as data collectors and as active instruments in efforts to collect documents, as well as written or oral data from people and observed behavior.

### **Data Types and Sources**

Researchers used primary data and secondary data (1) Primary data, which is data directly from the results of interviews and observations with 200 informants in Surabaya. (2) Secondary materials, namely documentaries, articles, preliminary research results, and books.

### **Data Collection Technique**

Data collection techniques are performed through (1) observing, observing, assimilating, interpreting, and recording. (2) Conduct interviews and question-and-answer sessions with 200 respondents. (3) Documentation sourced from data, pictures, and writing.

### **Data Analysis Technique**

Data analysis starts with interviewing, observing, compiling and analyzing data collected from various sources. Make a report in the form of discussion, analysis, conclusions, and suggestions from the research results.

## **ANALYSIS AND DISCUSSION**

### **Perceptions of Culinary Partners E-Commerce Online Food Delivery**

The results of interviews with 100 respondents to e-commerce online food delivery culinary partners on the number of transactions per day, are as follows: (1) During the Covid-19 pandemic, 21 respondents stated that there were 1,133 orders from online, and 90 offline

purchases. The 79 respondents received 374 online orders and 390 offline purchases. 21 respondents indicated that the use of e-commerce online food delivery was very satisfactory, and 79 respondents indicated that they were not satisfied. (2) After the easing of restrictions on outside activities, 21 respondents said that there were 275 online orders, and 77 offline purchases. The 79 respondents said they received 346 online orders and 2,827 offline purchases. (3) 79 respondents stated that they were satisfied that there was an increase in sales of 32.29% with social media marketing, and 21 respondents stated that they were unsatisfied with using e-commerce online food delivery, the increase in sales was only 7.49%. (4) 100 respondents stated that they would reconsider whether or not to use the e-commerce online food delivery application, and might switch to using social media marketing as a promotional medium.

### **Perceptions of Consumers E-Commerce Online Food Delivery**

The results of interviews with 100 respondents to online food delivery e-commerce consumers are as follows: (1) During the Covid-19 pandemic, 100 respondents made online purchase transactions around 20 to 35 times a month. (2) After the activity restrictions were relaxed, 90 respondents only made direct or offline purchase transactions, and 10 respondents made about 5 to 10 online and offline purchases per month. (3) 100 respondents got food information from social media, 98 respondents got their information from TikTok, 94 respondents got their information from Facebook, and 87 respondents got their information from Instagram.

### **User Perceptions of E-Commerce Market Place**

Results of interviews with 200 respondents using an e-commerce marketplace. (1) 144 Lazada, TokoPedia and Shopee users, 29 Lazada and Shopee users, and 27 TokoPedia and Shopee users. (2) The 200 respondents shopped 8 to 15 times a month on Lazada, TokoPedia and Shopee. (3) Information and product reviews from social media, 195 respondents saw product reviews from TikTok, 188 respondents saw product reviews from Facebook, 176 respondents saw product reviews from Instagram, and 125 respondents saw product reviews from YouTube. (4) Shopping on social media, 125 respondents had shopped via Facebook, 139 respondents had shopped via Instagram, and 148 respondents had shopped via TikTok. (5) 200 respondents saw a catalog of shopping features on WhatsApp listed on the seller's social media description.

### **Shopping Features on Social Media**

Social commerce is the combination of e-commerce and social media. Interpersonal competence has an influence on social commerce behavior through customer-perceived value (Hsiao, Ming Hsiung., 2021). Social factors, technological, and trust influence customer purchasing decisions and social sharing intentions in the context of social commerce (Fan, Jun. Zhou, et.al, 2019). According to 200 respondents, they have a more interactive shopping experience on social media, they can share the products they want or have only purchased with their mutual friends directly via the same social media. They can discuss the selected product before buying or offering the product. Some social media that already have shopping features are:

1. Facebook embeds shopping functionality on its platform, Facebook Marketplace. Facebook explained that this marketplace feature is placed within the app, which is a place for Facebook users to buy and sell. The goal is that its users can easily search and find interesting items for sale on Facebook. From here, users can directly access the Facebook Marketplace without downloading additional apps or creating additional accounts.
2. Instagram has introduced a shopping feature through the shopping feature on its platform. This feature will serve as a brand and business profile to sell their products. Adding a shopping feature to the homepage will allow Instagram to attract retail businesses and capitalize on the influencer industry on the platform.
3. TikTok is one of the most used media in Indonesia. TikTok provides various kinds of entertainment in the form of short videos from its users, and can be used as a reference source for interesting places, food, and many other objects. The TikTok algorithm is easy to learn and a place to hone their creativity. This fact is one of the reasons for Tik Tok to develop its features, including the TikTok Shop feature. The TikTok Shop has a great deal in the social commerce activities of the Indonesian people.
4. YouTube added a shopping feature because the app has a lot of content that includes product reviews. YouTube will also feature similar products with a very easy process, where sellers first synchronize their Google Merchant Center with video ads to start selling on YouTube's shopping feature.
5. WhatsApp has officially launched a catalog feature to make it easier for business account users to start selling. Previously, this feature was only limited to display cases for products sold, not for transactions. Currently, WhatsApp offers a shopping feature as a supplement to the catalog. The shopping feature on WhatsApp provides facilities for business account

users to sell goods, and users can buy goods from the catalog. This feature makes it easier for business people who rely on WhatsApp as a platform to sell.

### **Social Media Becomes Social Selling**

According to 200 respondents, before shopping, they always look for information and reviews on the products they want to buy on social media. They are more interested in product reviews by idol stars, influencer marketing, and celebrities. 195 respondents viewed the FYP TikTok review, 188 respondents viewed the Facebook Shop review, 176 respondents viewed the Instagram Story review, and 125 respondents viewed the YouTube Unboxing review. Social selling is a way of finding potential customers, building trust in a more human way, and marketing products or services to them via social media. Social commerce differs from social selling in that social commerce has more complete functionality, from installing a storefront or catalog, promotions, providing shorter product information, to buying and selling transactions.

When advertising, 111 start-ups used influencer marketing strategies on social media such as Facebook, Instagram, TikTok and YouTube to conduct massive promotions to introduce their products, by offering free vouchers, discounted prices, ultra-low price packages (Rachmad, Yoesoep Edhie. 2022). The biggest challenge in social commerce is to stimulate the will of social media influencers to create product reviews that influence customer attitudes and purchase intentions (Chia, Kai-Chieh. et.al, 2021).

The influencer marketing strategy is a marketing strategy by promoting products through celebrities with various forms of collaboration, such as Instagram posts (endorsements), live via social media, or the celebrity's long-term contract as a brand ambassador. By using an influencer marketing or celebrity marketing strategy, customers are immediately introduced to the seller's brand through a more trustworthy source via an idol figure's Instagram account. Social Selling is one of the best promotional ways for brands to collaborate with social media celebrities.

### **Social Media Becomes S-Commerce**

According to eMarketer, social commerce will reach \$27 billion by 2022, and social commerce retail sales will reach \$36.6 billion by 2022. It is estimated that social commerce will reach \$56 billion by 2023. Showcasing shopping features on new social platforms can make social media marketing even better (Wheless, Erika, 2022). The challenge for online shopping platforms is to develop online shopping applications that are more attractive to potential customers, and to retain existing customers (Puengwattanapong, Prateep. and



Leelasantitham, Adisor, 2022). Society, product preferences, availability of variety, and convenience have a positive effect on consumers' online purchase intentions (Maity, Ritwik. and Sandhu, Sukjeet Kaur., 2021). According to 200 respondents using e-commerce marketplaces, the factors that support social media becoming social media are:

1. Smartphones. With the advancement of smartphones and the fluidity of the internet, as many as 195 respondents are spending more time on social media. More than 60% of respondents spend time on Facebook, and as many as 40% visit other social media. Currently, social media plays an important role in the outcome of e-commerce sales transactions.
2. Platforms with more visual shopping features are very interesting for users to visit. A total of 198 respondents used online catalogs, shopping ideas, fashion tips, product catalogs and wish lists before making a purchase transaction.
3. Demographics. As many as 200 mobile-using respondents are accustomed to using smartphones and tablets as their primary shopping devices for online shopping. A total of 172 respondents were women aged 26 to 49 years, which is an age group with quite a large disposable income, where women generally control finances for household needs related to clothing, home decorations, and gifts.
4. The challenge of social media for e-commerce is very high. Regardless of the model, social commerce needs to reflect the ground rules of e-commerce. Ease of use enables consumers to push a button through the purchase transaction process.

### **Social Media Becomes The Future Trading Platform**

Social commerce is a new type of online business that is different from e-commerce as we know it. (Wang, Xintian. Wang, Hai. and Zhang, Caiming. 2022). Relationship quality on social networking sites, as measured by commitment, satisfaction, trust, and social transactional intentions. The positive effect of social support does not affect the quality of relationships with social networking sites. However, social support significantly affects social commerce intentions (Sheikh, Zaryab., et. al , 2019). Social media has the potential to be a promising buying and selling platform in the future, and according to 200 respondents, it is quite possible because social media has several advantages, namely:

1. Social media facilitates direct interactions between buyers and sellers. Social media has several features and benefits that online store or marketplace websites don't have. Through social commerce, consumers can interact directly with sellers when making transactions. The interaction between buyers and sellers is one of the important factors that affect

- consumers' purchasing decisions.
2. The use of social media is easier and simpler. From the seller's point of view, setting up social media, which is relatively simpler compared to other sales platforms also makes it easier for sellers to start selling and update product availability. Some marketplaces require sellers to upload personal data before verification, and sellers must wait for the online store to be activated. On social media, sellers can sell directly using personal accounts, the setup is easier, and sellers can update and edit catalogs as needed.
  3. Social media can reach a wider audience. The ease of use of social media is very beneficial to its users. Social media users are very diverse and widespread, so businesses can target a more diverse target audience. The level of competition on social media is also not as intense as the marketplace. Marketplace is a platform where buyers and sellers gather, and social media is a multipurpose platform..
  4. Social media makes transactions easier and faster. The advantage of transacting on social media is that the velocity of money is faster than marketplace platforms. In the marketplace, the seller has to wait 5-8 days until the customer receives the item, after which the seller can receive income from the sale. When conducting transactions on social media, sellers can receive payments directly from consumers, and sellers can interact directly with consumers through chat commerce.

### **Interesting Things To Be A Social Media Follower**

There is a positive correlation between social media expert power, social media reference power and social media mutual assistance and customers' economic and social satisfaction. Customers' economic and social satisfaction has a positive impact on social commerce intentions (Nuseir, Mohammed T., et.al, 2021). Website design, perceived benefits, and customer satisfaction have a positive influence on purchase intentions on e-commerce platforms. (Lee, Veronika. et. al, 2022). The concept of maximizing the effectiveness of e-commerce is based on the use and support of Internet technology and directs most of the company's transactions to transactions through the company's website (Blazheska, Daliborka., et.al, 2022). According to 200 respondents, there are many advantages of social media as a buying and selling platform. The 200 respondents felt that there were several interesting things that made them follow content on social media, namely:

1. Respondents always follow videos and pictures that sellers share on social media on a regular basis. Social media is used to share stories and content, and sellers need to create

and share content on a regular basis.

2. Stay current with the latest trends by responding to changing trends and adapting them in your content. 197 respondents stated that they were interested in advertisements on social media that provided vouchers for free shipping, free consultations and discounted prices for certain items.
3. Interact with followers and maintain a good relationship. You can reply to each other's comments, or reply to messages as soon as possible. 183 respondents indicated that they are interested in social media ads for engaging new and existing fans, which offer gift certificates, discounts, ultra-low price packages and different promotional packages.
4. Maximize follower participation by making certain challenges. 195 respondents said they were interested in ads on social media that featured giveaways or quizzes, offering cashback, points and coins through special games, and engaging consumers to follow them.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

Based on the results of this study, conclusions were drawn, namely: (1) Perceptions of 100 Gofood, Grabfood, and Shopeefood culinary partners, 79 respondents were satisfied there was an increase in sales of 32.29% with social media marketing, 21 respondents said an increase in sales of 7.49 % with e-commerce online food delivery, and have not switched to social media marketing. (2) Perceptions of 100 Gofood, Grabfood, and Shopeefood consumers who get gourmet food information from social media namely: TikTok, Facebook, and Instagram. Ninety respondents made direct or offline purchase transactions only, and 10 respondents made both online and offline purchases. (3) Perceptions of 200 respondents using Lazada, TokoPedia and Shopee, who always look for information and product reviews on social media before shopping on e-commerce marketplaces and social media. (4) Currently, social media that already has shopping features include Facebook Marketplace, Instagram Shopping, TikTok Shop, YouTube, and WhatsApp Catalog. (5) Several idol stars, influencer marketing, and celebrities who have become viral and famous because of social media, which is a business opportunity for the influencer industry in social media marketing. (6) Social media has the potential to become a promising buying and selling platform in the future, with the ease of use and direct interaction, reaching a wider market, faster transactions. (7) There are many advantages of social media that have a great opportunity to become social commerce.

### **Suggestion**

Based on the conclusions that have been obtained in this study, there are several suggestions as follows. (1) For online food delivery e-commerce culinary partners Gofood, Grabfood, and Shopeefood, it is best to start using social media marketing as a promotional medium by uploading various videos about interesting food reviews on social media. (2) Social media users, before shopping on social media, should be more careful and more selective in choosing a seller's account on social media that is more trusted. (3) For influencer marketing, and celebrities as brand ambassadors for a product, it is hoped that they will first study and analyze that the product is safe and legal according to the product's distribution permit. (4) For sellers who trade on social media, always share their product reviews on a regular and scheduled basis, always respond quickly, and maintain good relations and trust in their social media followers.

### **Limitations**

There are limitations in this study, namely: (1) The study is limited to 200 users' perceptions of the three online food delivery e-commerce platforms: Grabfood, Gofood and Shopeefood. (2) The research is limited to the perceptions of 200 users of three social media, namely, Facebook, Instagram and Tiktok. (3) The study is limited to the perception of 200 users in three e-commerce marketplaces Lazada, TokoPedia and Shopee. (4) Research in Surabaya.

### **REFERENCES**

- Bilgin, Yusuf. 2018. The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal* Vol.:6 Issue:1 Year:2018, pp. 128-148 <https://orcid.org/0000-0003-0656-2031>
- Blazheska, Daliborka. Ristovska, Natasha. and Gramatnikovski, Sashko. 2022. The Impact of Websites and Social Media Marketing on the Efficiency of E-Commerce. *UTMS Journal of Economics* 13(1): 16–28. JEL classification: M30; M13; L26. 2022.
- Ceyhan, Ayben. 2019. The Impact of Perception Related Social Media Marketing Applications on Consumers' Brand Loyalty and Purchase Intention. Volume : 9 No.1 ISSN 2158-8708 (online) DOI 10.5195/emaj.2019.173 <http://emaj.pitt.edu>
- Chen, Shih-Chih. Wibowo, Ardy. Wiangin, Uraiporn. Ma, Yin. and Ruangkanjanases, Athapol. 2021. Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability* 2021, 13, 189. <https://dx.doi.org/10.3390/su13010189> <https://www.mdpi.com/journal/sustainability>

- Chia, Kai-Chieh. Hsu, Chih-Chen. Lin, Liang-Tay. and Tseng, Hsin Hao. 2021. The Identification of Ideal Social Media Influencers: integrating the social capital, social exchange, and social learning theories. *Journal of Electronic Commerce Research*, VOL 22, NO 1, 2021.
- Esteve, Santiago. 2022. Social Commerce Measurements: The Potential Use for Marketers. *Journal of Internet Banking and Commerce*, April 2022, Vol.27, No.4
- Fan, Jun. Zhou, Wangyue. Yang, Xue. Li, Boying. and Xiang, Ying. 2019. Impact of Social Support and Presence on Swift Guanxi and Trust in Social Commerce. *Industrial Management & Data Systems* Vol. 119 No. 9, 2019 pp. 2033-2054 © Emerald Publishing Limited 0263-5577 DOI 10.1108/IMDS-05-2019-0293 [www.emeraldinsight.com/0263-5577.htm](http://www.emeraldinsight.com/0263-5577.htm)
- Herrando, Carolina. Martínez, Julio Jiménez. and Hoyos, María José Martín-De. 2021. The Mediated Effect of Social Presence on Social Commerce WOM Behavior. *Information* 2021, 12, 498. <https://doi.org/10.3390/info12120498>. <https://www.mdpi.com/journal/information>
- Hsiao, Ming Hsiung. 2021. Influence of Interpersonal Competence on Behavioral Intention In Social Commerce Through Customer Perceived Value. *Journal of Marketing Analytics* (2021) 9:44–55. <https://doi.org/10.1057/s41270-020-00093-5>
- Kutoyo, M Surno. Rachmad, Yoesoep Edhie. Sri Juminawati, Bambang Libriantono, Sabil Sabil, Nur Arif Nugraha, Rahmat Joko Nugroho, Yunita Wulandari, T Yuliana Purba, Arniati Arniati. 2022. Bunga Rampai Pengantar Ilmu Ekonomi. *Eureka Media Aksara*. Purbalingga.
- Lee, Veronika. Park, Seungwook. and Lee, DonHee. 2022. The Effect of E-commerce Service Quality Factors on Customer Satisfaction, Purchase Intention, and Actual Purchase in Uzbekistan. *Global Business & Finance Review*, Volume. 27 Issue. 3, June 2022, 56-74 pISSN 1088-6931 / eISSN 2384-1648. <https://doi.org/10.17549/gbfr.2022.27.3.56>
- Maity, Ritwik. and Sandhu, Sukjeet Kaur. 2021. The Impact of Social Media on Online Purchasing Behaviour of Consumers: An Empirical Study of Youth in West Bengal, India. *Malaysian journal of consumer and family economics* Vol 26, 2021.
- Nuseir, Mohammed T. Refae, Ghaleb A.El. and Alshurideh, Muhammad. 2021. The Impact of Social Media Power on The Social Commerce Intentions: Double Mediating Role of Economic and Social Satisfaction. *Journal of Legal, Ethical and Regulatory Issues* Volume 24, Special Issue 6, 2021. 1544-0044-24-S6-17.
- Prasad, Ram Komal. and Srivastava, Manish Kumar. 2021. Switching Behavior Toward Online Shopping: Coercion or Choice During Pandemic Covid-19. *Academy of Marketing Studies Journal* Volume 25, Special Issue 1, 2021. 1528-2678-25-SI-1-380
- Puengwattanapong, Prateep. and Leelasantitham, Adisorn. 2022. A Holistic Perspective Model of Plenary Online Consumer Behaviors for Sustainable Guidelines of the Electronic Business Platforms. *Sustainability* 2022, 14, 6131. <https://doi.org/10.3390/su14106131> <https://www.mdpi.com/journal/sustainability>
- Rachmad, Yoesoep Edhie. 2022. The Influence And Impact of The Money Burning Strategy on The Future of Startups. 1st AICMEST 2022 Adpebi International Conference on Management, Education, Social Science, Economics and Technology. <https://series.adpebi.com/index.php/AICMEST/article/view/180>.
- Rachmad, Yoesoep Edhie. and Budiyanto. 2022. Perception Analysis of Sales Volume on

Partner Who Using Three Food Delivery Apps in Surabaya. 2nd ICOBUSS 2022 International Conference on Business and Social Sciences. <https://debian.stiesia.ac.id/index.php/icobuss1st/article/view/159>.

Rachmad, Yoesoep Edhie. Sri Sudiarti, Dewi Endah Fajariana, Yudo Kisworo, Ryan Firdiansyah Suryawan, Hendy Tanadi, Kusnadi Kusnadi, Eka Susilawati, Rio Rahmat Yusran, Sri Juminawati, Andy Sukrisno, M Surno Kutoyo. 2022. Manajemen Pemasaran. Eureka Media Aksara. Purbalingga.

Rachmad, Yoesoep Edhie. Syamsu Rijal, Risma Niswaty, Haedar Akib, Suhadi Suhadi, M Surno Kutoyo, Desmayeti Arfa, Lalu Mohamad Iswadi Athar, Rudi Salam, Nawir Rahman, Ida Rahayu. 2022. Pengantar Pariwisata. Eureka Media Aksara. Purbalingga.

Sheikh, Zaryab. Yezheng, Liu. Islam, Tahir. Hameed, Zahid. and Khan, Ikram Ullah. 2019. Impact of Social Commerce Constructs and Social Support on Social Commerce Intentions. Information Technology & People. Vol. 32 No. 1, 2019. pp. 68-93. © Emerald Publishing Limited 0959-3845. DOI 10.1108/ITP-04-2018-0195. [www.emeraldinsight.com/0959-3845.htm](http://www.emeraldinsight.com/0959-3845.htm)

Wang, Xintian. Wang, Hai. and Zhang, Caiming. 2022. A Literature Review of Social Commerce Research from a Systems Thinking Perspective. Systems 2022, 10, 56. <https://doi.org/10.3390/systems10030056> <https://www.mdpi.com/journal/systems>

Wheless, Erika. 2022. From TikTok to Facebook, all the social commerce capabilities. Advertising Age ; Chicago Vol. 92, Iss. 17, (2022-06-02): 12. ISSN: 00018899. e-ISSN: 15577414. <https://www.proquest.com/trade-journals/tiktok-facebook-all-social-commercecapabilities/docview/2602094159/se-2?accountid=101301>

Yang, Qing. Hayat, Naeem. Al MamunI, Abdullah. Makhbul, Zafir Khan Mohamed. and Zainol, Noor Raihani. 2022. Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. Plos One March 4, 2022. <https://doi.org/10.1371/journal.pone.0264899>.

Yang, Zhiguo. Brattin, Rick. Sexton, Randall. and Lynne, Jo. 2022. Social Media Usage and Customer Loyalty: Predicting returning customers using artificial neural. International Journal of Information, Business and Management, Vol. 14, No.3, 2022.