

**PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *PURCHASE DECISION* DI KAMPUNG DAUN CULTURE GALLERY & CAFÉ**  
(Survei terhadap konsumen yang mengikuti *Instagram* Kampung Daun Culture Gallery & Café yang pernah berkunjung)

**SKRIPSI**

diajukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



Oleh  
**Bahriyyatul Amik Haryadi**  
**1606057**

**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL**  
**UNIVERSITAS PENDIDIKAN INDONESIA**  
**BANDUNG**  
**2023**

## LEMBAR HAK CIPTA

**PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *PURCHASE DECISION* DI KAMPUNG DAUN CULTURE GALLERY & CAFÉ**  
(Survei terhadap konsumen yang mengikuti *Instagram* Kampung Daun Culture Gallery & Café yang pernah berkunjung)

Oleh  
Bahriyyatul Amik Haryadi  
1606057

Sebuah skripsi yang diajukan untuk memenuhi sebagai syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

©Bahriyyatul Amik Haryadi, 2023  
Universitas Pendidikan Indonesia  
Agustus, 2023

Hak Cipta dilindungi Undang-Undang  
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,  
Dengan dicetak ulang, difotokopi, atau cara lainnya tanpa izin dari penulis.

**LEMBAR PENGESAHAN**

**PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *PURCHASE DECISION* DI KAMPUNG DAUN CULTURE GALLERY & CAFÉ**  
(Survei terhadap konsumen yang mengikuti *Instagram* Kampung Daun Culture Gallery & Café yang pernah berkunjung)

Skripsi ini disetujui oleh :

**Pembimbing I**



**Dr. Gitasiswhara, SE.Par., MM.**  
NIP. 19730510 200812 1 002

**Pembimbing II**



**Rijal Khaerani, S.Si., M.Stat.**  
NIP. 19850821 201903 1 006

Mengetahui,  
Ketua Program Studi Manajemen Pemasaran Pariwisata  
FPIPS Universitas Pendidikan Indonesia



**Taufik Abdullah, Ph.D.**  
NIP. 19851024 201404 1001

Tanggung Jawab Yuridis  
ada Pada Penulis



**Bahriyyatul Amik Haryadi.**  
NIM. 1606057

## ABSTRAK

**Bahriyyatul Amik Haryadi (1606057), “Pengaruh *Social Media Marketing* terhadap *Purchase Decision* di Kampung Daun Culture Gallery & Café”** (Survei terhadap konsumen yang mengikuti *Instagram* Kampung Daun Culture Gallery & Café yang pernah berkunjung) di bawah bimbingan Dr. Gitasiswhara, SE.Par., MM. dan Rijal Khaerani, S.Si., M.Stat.

Restoran merupakan salah satu faktor yang penting guna menunjang kegiatan dari pariwisata. Kampung Daun Culture Gallery & Café Bandung merupakan penyedia jasa *food and beverage* di Kabupaten Bandung. Tujuan dari penelitian ini ialah untuk mengetahui bagaimana pengaruh dari *social media marketing* terhadap *purchase decision* di Kampung Daun Culture Gallery & Café. Variabel bebas (X) dalam penelitian ini adalah *social media marketing* yang terdiri dari beberapa sub-dimensi yaitu *entertainment*, *interaction*, *trendiness*, *customization* dan *word of mouth* serta yang menjadi variabel terikat (Y) adalah *purchase decision*. Metode yang digunakan adalah survei menggunakan *systematic random sampling* dengan jumlah responden sebanyak 110 terdiri dari konsumen individu yang telah mengikuti akun resmi Kampung Daun Culture Gallery & Café di *Instagram*. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program IBM SPSS for Windows 26.0. *Interaction*, *entertainment* dan *trendiness* memiliki nilai tertinggi sedangkan *customization* dan *word of mouth* memiliki nilai terendah. Hasil penelitian menunjukkan bahwa secara bersama-sama variabel *social media marketing* memberi pengaruh signifikan terhadap *purchase decision* di Kampung Daun Culture Gallery & Café. Namun secara terpisah hanya tiga sub-dimensi dari variabel *social media marketing* yang berpengaruh signifikan terhadap *purchase decision*

**Kata kunci :** *Social Media Marketing*, *Purchase Decision*, dan Kampung Daun Culture Gallery & Café

## **ABSTRACT**

***Bahriyyatul Amik Haryadi (1606057), "The Influence of Social Media Marketing on Purchase Decisions at Kampung Daun Culture Gallery & Café" (Survey of consumers who follow Instagram of Kampung Daun Culture Gallery & Café who have visited) under the guidance of Dr. Gitasiswhara, SE.Par., MM and Rijal Khaerani, S.Si., M.Stat.***

*Restaurant is one of the most important factors to support the activities of tourism Kampung Daun Culture Gallery & Café is a food and beverage service provider in Bandung. The purpose of this research is to find out how social media marketing influences purchase decisions at Kampung Daun Culture Gallery & Café. The independent variable (X) in this study is social media marketing which consists of several sub- dimensions, namely entertainment, interaction, trendiness, customization and word of mouth and the dependent variable (Y) is the purchase decision. The method used is a survey using systematic random sampling with a total of 110 respondents consisting of individual consumers who have participated in Kampung Daun Culture Gallery & Café on Instagram. The data analysis technique used is multiple regression using the IBM SPSS for Windows 26.0 program. Interaction, entertainment, and trendy have the highest scores while customization and word of mouth have the lowest scores. The results of the study show that social media marketing variables have a significant influence on purchase decisions at Kampung Daun Culture Gallery & Café. However, separately, only three sub dimensions of social media marketing variables have a significant effect on purchase decisions.*

***Keywords : Social Media Marketing, Purchase Decision, and Kampung Daun Culture Gallery & Café***

## DAFTAR ISI

<b>LEMBAR HAK CIPTA</b> .....	<b>i</b>
<b>LEMBAR PENGESAHAN</b> .....	<b>ii</b>
<b>LEMBAR PERNYATAAN</b> .....	<b>iii</b>
<b>ABSTRAK</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>KATA PENGANTAR</b> .....	<b>vi</b>
<b>UCAPAN TERIMA KASIH</b> .....	<b>vii</b>
<b>DAFTAR ISI</b> .....	<b>x</b>
<b>DAFTAR GAMBAR</b> .....	<b>xiii</b>
<b>DAFTAR TABEL</b> .....	<b>xiv</b>
<b>BAB I</b> .....	<b>1</b>
<b>PENDAHULUAN</b> .....	<b>1</b>
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah.....	8
1.3 Tujuan Penelitian.....	9
1.4 Kegunaan Penelitian.....	9
1.4.1 Kegunaan Teoritis.....	9
1.4.2 Kegunaan Praktis.....	9
1.5 Batasan Penelitian.....	10
<b>BAB II</b> .....	<b>11</b>
<b>KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS</b> .....	<b>11</b>
2.1. Kajian Pustaka.....	11
2.1.1 Konsep Social Media Marketing.....	11
2.1.2 Konsep Purchase Decision.....	21
2.1.2.2 Definisi Purchase Decision.....	22
2.1.3 Penelitian Terdahulu.....	27
2.1.4 Pengaruh Social Media Marketing Terhadap Purchase Decision.....	28
2.2 Kerangka Pemikiran.....	30
2.3 Hipotesis.....	34
<b>BAB III</b> .....	<b>36</b>
<b>METODE PENELITIAN</b> .....	<b>36</b>
3.1 Objek Penelitian.....	36
3.2 Metode Penelitian.....	36
3.2.1 Jenis Penelitian dan Metode yang Digunakan.....	36
3.2.2 Operasional Variabel.....	37
3.2.3 Jenis dan Sumber Data.....	45
3.2.4 Populasi dan Sampel.....	46
3.3 Pengujian Validitas dan Reliabilitas.....	49
3.3.1 Pengujian Validitas.....	49
3.3.2 Pengujian Reliabilitas.....	54
3.4 Teknik Analisis Data.....	55
3.4.1 Analisis Data Dekriptif.....	55
3.4.2 Analisis Data Verifikatif.....	57
3.5 Pengujian Hipotesis.....	62
<b>BAB IV</b> .....	<b>65</b>

<b>PEMBAHASAN</b>	<b>65</b>
4.1 Profil, karakteristik dan Pengalaman Konsumen	65
4.1.1 Profil Perusahaan	65
4.1.2 Karakteristik Konsumen Kampung Daun Culture Gallery & Café	67
4.1.3 Pengalaman Konsumen Kampung Daun Culture Gallery & Café	71
4.2 Pelaksanaan Social Media Marketing di Kampung Daun Culture Gallery & café	75
4.2.1 Tanggapan Konsumen terhadap Entertainment di Kampung Daun Culture Gallery & Café	75
4.2.2 Tanggapan Konsumen terhadap Interaction di Kampung Daun Culture Gallery & Café	76
4.2.3 Tanggapan Konsumen terhadap Trendiness di Kampung Daun Culture Gallery & Café	78
4.2.4 Tanggapan Konsumen terhadap Customization di Kampung Daun Culture Gallery & Café	79
4.2.5 Tanggapan Konsumen terhadap Word Of Mouth di Kampung Daun Culture Gallery & Café	80
4.2.6 Rekapitulasi Hasil Tanggapan Konsumen Terhadap Social Media Marketing di Kampung Daun Culture Gallery & Café	82
4.3 Gambaran Purchase Decision di Kampung Daun Culture Gallery & Café	84
4.3.1 Tanggapan Konsumen Kampung Daun Culture Gallery & Café Terhadap Purchase Decision	84
4.3.2 Rekapitulasi Hasil Tanggapan Konsumen Terhadap Purchase Decision Di Kampung Daun Culture Gallery & Café	89
4.4 Pengaruh Social Media Marketing Terhadap Purchase Decision di Kampung Daun Culture Gallery & Café	90
4.4.1 Hasil Uji Asumsi Regresi	90
4.4.1.2 Hasil Pengujian Asumsi Heteroskedastisitas	91
4.4.2 Hasil Pengujian Korelasi dan Koefisien Determinasi	94
4.4.3 Pengujian Hipotesis dan Uji Signifikansi Secara Simultan (Uji F)	95
4.4.4 Pengujian Hipotesis dan Uji Signifikansi Secara Parsial (Uji T)	96
4.4.5 Model Persamaan Regresi Berganda Pengaruh Social Media Marketing Terhadap Purchase Decision	97
4.5 Pembahasan Hasil Penelitian	98
4.5.1 Tanggapan Konsumen Terhadap Purchase Decision	98
4.5.2 Tanggapan Konsumen Terhadap Purchase Decision	99
4.5.3 Pengaruh Social Media Marketing Terhadap Purchase Decision	99
4.6 Implikasi Hasil Temuan Penelitian	100
4.6.1 Temuan Peneliti Bersifat Teoritik	100
4.6.2 Temuan Penelitian Bersifat Empirik	101
<b>BAB V</b>	<b>103</b>
<b>KESIMPULAN DAN REKOMENDASI</b>	<b>103</b>
5.1 Kesimpulan	103
5.2 Rekomendasi	104
<b>DAFTAR PUSTAKA</b>	<b>106</b>
<b>LAMPIRAN</b>	<b>113</b>

## DAFTAR GAMBAR

Gambar 1.1 Data Pengguna Sosial Media Di Indonesia.....	7
Gambar 2.1 Model Lima Tahap Proses Purchase Decision.....	26
Gambar 2.2 Kerangka Pemikiran Social Media Marketing Terhadap Purchase Decision.....	33
Gambar 2.3 Paradigma Penelitian Pengaruh Social Media Marketing Terhadap Purchase Decision.....	34
Gambar 3.1 Regresi Berganda.....	60
Gambar 4.1 Logo Perusahaan.....	65
Gambar 4.2 Variabel Social Media Marketing.....	84
Gambar 4.3 Variabel Purchase Decision.....	90



## DAFTAR TABEL

Tabel 1.1 Daftar Restoran Etnik Di Kabupaten Bandung Barat	4
Tabel 1.2 Data Penjualan & Jumlah Kunjungan Di Kampung Daun Culture Gallery & Café	5
Tabel 2.1 Definisi Social Media Marketing Menurut Beberapa Para Ahli	16
Tabel 2.2 Definisi Purchase Decision Menurut Beberapa Para Ahli	22
Tabel 2.3 Penelitian Terdahulu	27
Tabel 3.1 Operasional Variabel	37
Tabel 3.2 Jenis Dan Sumber Data	46
Tabel 3.3 Hasil Pengujian Validitas	50
Tabel 3.4 Hasil Pengujian Reliabilitas	55
Tabel 3.5 Alternatif Jawaban Menurut Skala Likert	57
Tabel 3.6 Interpretasi Koefisien Korelasi	61
Tabel 4.1 Karakteristik Wisatawan Berdasarkan	68
Tabel 4.2 Karakteristik Konsumen Berdasarkan Asal Tinggal	69
Tabel 4.3 Karakteristik Konsumen Berdasarkan Pendidikan Terakhir	70
Tabel 4.4 Karakteristik Konsumen Berdasarkan Pekerjaan Dan Penghasilan Perbulan	70
Tabel 4.5 Pengalaman Konsumen Berdasarkan Jumlah Kunjungan	71
Tabel 4.6 Pengalaman Konsumen Berdasarkan Alasan Berkunjung	72
Tabel 4.7 Pengalaman Konsumen Berdasarkan Asal Informasi	73
Tabel 4.8 Pengalaman Konsumen Berdasarkan Mengikuti Sosial Media	73
Tabel 4.9 Pengalaman Konsumen Berdasarkan Biaya Yang Dikeluarkan	74
Tabel 4.10 Tanggapan Konsumen Terhadap Entertainment	75
Tabel 4.11 Tanggapan Konsumen Terhadap Interaction	76
Tabel 4.12 Tanggapan Konsumen Terhadap Trendiness	78
Tabel 4.13 Tanggapan Konsumen Terhadap Customization	79
Tabel 4.14 Tanggapan Konsumen Terhadap Word Of Mouth	81
Tabel 4.15 Rekapitulasi Hasil Tanggapan Konsumen Terhadap Social Media Marketing Di Kampung Daun Culture Gallery & Café	82
Tabel 4.16 Tanggapan Konsumen Terhadap Purchase Decision	84
Tabel 4.17 Rekapitulasi Hasil Tanggapan Konsumen Terhadap Purchase Decision Di Kampung Daun Culture Gallery & Café	89
Tabel 4.18 Hasil Pengujian Asumsi Normalitas Menggunakan	91
Tabel 4.19 Hasil Pengujian Asumsi Heteroskedastisitas	92
Tabel 4.20 Hasil Pengujian Multikolinearitas	93
Tabel 4.21 Hasil Pengujian Asumsi Autokorelasi	93
Tabel 4.22 Hasil Pengujian Asumsi Linearitas	94
Tabel 4.23 Hasil Pengujian Korelasi Dan Koefisiensi Determinasi	95
Tabel 4.24 Hasil Uji F Anovaa	95
Tabel 4.25 Hasil Uji T Coefficientsa	96

## DAFTAR PUSTAKA

- Al-azzam, A. F., & Al-mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions : A Case Study in Jordan. *The Journal of Asian Finance ...*, 8(5), 455–463. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0455>
- Al-Zyoud, M. F. (2018). Does social media marketing enhance impulse purchasing among female customers case study of Jordanian female shoppers. *Journal of Business and Retail Management Research*, 13(2), 135–151. <https://doi.org/10.24052/jbrmr/v13is02/art-13>
- Alonso, A. D., Kok, S., & O'Brien, S. (2018). Sustainable culinary tourism and Cevicherías: a stakeholder and social practice approach. *Journal of Sustainable Tourism*, 26(5), 812–831. <https://doi.org/10.1080/09669582.2017.1414224>
- Anderhofstadt, B., & Spinler, S. (2019). Factors affecting the purchasing decision and operation of alternative fuel-powered heavy-duty trucks in Germany – A Delphi study. *Transportation Research Part D: Transport and Environment*, 73(November 2018), 87–107. <https://doi.org/10.1016/j.trd.2019.06.003>
- Andika, A., & Susanti, F. (2018). *Pengaruh Marketing Mix Terhadap Keputusan Pembelian Parfum Di Azzwars Parfum Lubeg Padang*. 1–13. <https://doi.org/10.31227/osf.io/upgc3>
- Angelyn, A., & Kodrat, D. S. (2021). The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 16–24. <https://doi.org/10.37715/rmbe.v1i1.1946>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156. <https://doi.org/10.31106/jema.v17i2.6916>
- Bansal, R., Zehra Masood, R., & Dadhich, V. (2014). Social Media Marketing-A Tool of Innovative Marketing. *An International Journal HATAM Publishers J. Org. Management*, 3(1), 1–07. [https://www.researchgate.net/publication/318225418\\_Social\\_Media\\_Marketing-A\\_Tool\\_of\\_Innovative\\_Marketing](https://www.researchgate.net/publication/318225418_Social_Media_Marketing-A_Tool_of_Innovative_Marketing)
- Bowie, D., & Buttle, F. (2004). Hospitality marketing. *Hospitality Marketing*, 1–231. <https://doi.org/10.4324/9780080938486>
- Bui, T. Q., Nguyen, N. T., Nguyen, K. K., & Tran, T. T. (2021). Antecedents Affecting Purchase Intention of Green Skincare Products: A Case Study in Vietnam. *Journal of Asian Finance, Economics and Business*, 8(3), 1295–1302. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1295>
- Choi, D. W., Lee, S., & Alcorn, M. (2020). Influence of culture on purchase decision: Integrative models development of amusement park customers. *International Journal of Hospitality Management*, 87(October 2019). <https://doi.org/10.1016/j.ijhm.2020.102502>
- Claudia, M., Timothy, D., Jung, H., Gon, W., Yunji, K., Dieck, M. C., Jung, T. H., &

- Kim, W. G. (2017). *Hotel guests' social media acceptance in luxury hotels*. <https://doi.org/10.1108/IJCHM-10-2015-0552>
- Cooper, D. R., & Schindler, P. S. (2003). Business Research Methods. In *Business Research Methods*.
- Di Pietro, L., & Pantano, E. (2012). An empirical investigation of social network influence on consumer purchasing decision: The case of Facebook. *Journal of Direct, Data and Digital Marketing Practice*, 14(1), 18–29. <https://doi.org/10.1057/dddmp.2012.10>
- Ding, L., Jiang, C., & Qu, H. (2022). Generation Z domestic food tourists' experienced restaurant innovativeness toward destination cognitive food image and revisit intention. *International Journal of Contemporary Hospitality Management*, 34(11), 4157–4177. <https://doi.org/10.1108/IJCHM-07-2021-0903>
- Doifode, A., Verma, R. K., Kant, A., Krishnan, G., Sharma, C., Industry, E., Nagpurkar, P., Singh, R., Between, R., Rotation, J., Work, P. F., Gerg, A., Mishra, R., Tomar, A. S., Dang, A., Naresh, B., Kesari, S., Employees, M., Sehrawat, P., ... Vijay, S. (2018). *Indian Journal Of Research*.
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, 13(2), 103–123.
- Ebert, R., & Griffin, R. W. (2013). *Business Essentials 9th Edition*.
- Erasmus, A. C., Donoghue, S., & Fletcher, L. (2015). *Proposing Persuasion Knowledge as the Antecedent of Consumers' Self-Confidence during a Complex Purchase Decision*. 3(2), 27–38. <https://doi.org/10.15640/jmm.v3n2a3>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2016). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
- Fountain, J. (2022). The future of food tourism in a post-COVID-19 world: insights from New Zealand. *Journal of Tourism Futures*, 8(2), 220–233. <https://doi.org/10.1108/JTF-04-2021-0100>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/prr-08-2017-0034>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hanaysha, J. R., Al Shaikh, M. E., & Alzoubi, H. M. (2021). Importance of marketing mix elements in determining consumer purchase decision in the retail market. *International Journal of Service Science, Management, Engineering, and Technology*, 12(6), 56–72. <https://doi.org/10.4018/IJSSMET.2021110104>

- Jara, A. J., Parra, M. C., & Skarmeta, A. F. (2013). Participative marketing: Extending social media marketing through the identification and interaction capabilities from the Internet of things. *Personal and Ubiquitous Computing*, 18(4), 997–1011. <https://doi.org/10.1007/s00779-013-0714-7>
- Kalyanaraman, S., & Sundar, S. (2006). The psychological appeal of personalized content in web portals: Does customization affect attitudes and behavior? *Journal of Communication*, 56(1), 110–132. <https://doi.org/10.1111/j.1460-2466.2006.00006.x>
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77, 137–147. <https://doi.org/10.1016/j.dss.2015.06.004>
- Kemp, S., & Hootsuite. (2022). *Digital 2022: Global overview report*. <https://Blog.Hootsuite.Com/Simon-Kemp-Social-Media/>.
- Khan, N., Hassan, A. U., Fahad, S., & Naushad, M. (2020). Factors Affecting Tourism Industry and Its Impacts on Global Economy of the World. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3559353>
- Kim, A. J., & Ko, E. (2011). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, M. S., & Kim, J. (2018). Linking marketing mix elements to passion-driven behavior toward a brand: Evidence from the foodservice industry. *International Journal of Contemporary Hospitality Management*, 30(10), 3040–3058. <https://doi.org/10.1108/IJCHM-10-2017-0630>
- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principles of Marketing Eighth Europe an Edition*. [www.pearson.com/uk](http://www.pearson.com/uk)
- Kotler, P., Bowen, J. T., & Baloglu, S. (2022). Marketing for Hospitality and Tourism, 8th edition. In *Pearson*.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism (7th edition)*.
- Kotler, P., & Keller, K. L. (2012). Marketing Management 14e. In *Organization* (14th ed., Vol. 22, Issue 4). <https://doi.org/10.1080/08911760903022556>
- Kotler, P., & Keller, K. L. (2016). *A Framework For Marketing Management 6e*.
- Kotler, P., Kevin, K., & Chernev, A. (2022). Marketing Management. In *Pearson* (Vol. 53, Issue 9).
- Kuan, K., Zhong, Y., & Chau, P. (2014). Informational and normative social influence in group-buying: Evidence from self-reported and EEG data. *Journal of Management Information Systems*, 30(4), 151–178. <https://doi.org/10.2753/MIS0742-1222300406>
- Kulshreshtha, K., & Sharma, G. (2022). *From restaurant to cloud kitchen: Survival of the fittest during COVID-19 An empirical examination*. January.
- Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and Consumer Services*, 58(October 2020), 102329. <https://doi.org/10.1016/j.jretconser.2020.102329>
- Kwahk, K. Y., & Kim, B. (2016). Effects of social media on consumers' purchase decisions: evidence from Taobao. *Service Business*, 11(4), 803–829.

- <https://doi.org/10.1007/s11628-016-0331-4>
- Lee, D., Hosanagar, K., & Nair, H. S. (2018). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. *Management Science*, *January*, 1–27. Published online in *Articles in Advance*.
- Lepkowska-White, E., Parsons, A., & Berg, W. (2019). Social media marketing management: an application to small restaurants in the US. *International Journal of Culture, Tourism, and Hospitality Research*, *13*(3), 321–345. <https://doi.org/10.1108/IJCTHR-06-2019-0103>
- Li, F., Larimo, J., & Leonidou, L. C. (2020). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, *49*(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lin, X., Featherman, M., Brooks, S. L., & Hajli, N. (2018). Exploring Gender Differences in Online Consumer Purchase Decision Making: An Online Product Presentation Perspective. *Information Systems Frontiers*, *21*(5), 1187–1201. <https://doi.org/10.1007/s10796-018-9831-1>
- Malhotra, N. K., & Hall, P. (2015). *Student Resource Manual with Technology Manual Essentials of Marketing Research: A Hands-On Orientation*.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research An Applied 5th Edition*.
- Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business and Management*, *8*(1). <https://doi.org/10.1080/23311975.2020.1870797>
- McDonald, J. (2022). Social Media Marketing Workbook 2022. *Schmalenbach Business Review*, *40*(February), 303–329.
- Mileva, L., & Dh, ahmad fauzi. (2018). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian ( Survei Online pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014 / 2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks. *Jurnal Administrasi Bisnis (JAB)*, *58*(1), 190–199.
- Mustafa, S., & Al-Abdallah, G. (2019). The evaluation of traditional communication channels and its impact on purchase decision. *Management Science Letters*, *10*(7), 1521–1532. <https://doi.org/10.5267/j.msl.2019.12.014>
- Nabil Iblasi, W., Bader, D. M., & Ahmad Al-Qreini, S. (2016). The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances). *International Journal of Managerial Studies and Research*, *4*(1), 14–28. [www.arcjournals.org](http://www.arcjournals.org)
- Nadaraja, R., & Yazdanifard, R. (2013). *Social Media Marketing Advantages And Disadvantages*. 1–10. <https://anaktisis.uowm.gr/10491/>
- Naruetharadhol, P., & Gebsoambut, N. (2020). A bibliometric analysis of food tourism studies in Southeast Asia. *Cogent Business and Management*, *7*(1). <https://doi.org/10.1080/23311975.2020.1733829>
- Nasution, K. R. (2016). *Pengaruh Social Media Marketing Terhadap Keputusan Menginap (Survei terhadap Tamu yang Memutuskan untuk Menginap di The Trans Luxury Hotel Bandung)*. 1202430.
- Nizam, N. Z., Abdullah Jaafar, J., & Supaat, S. H. (2018). Interactive Online Advertising: The Effectiveness of Marketing Strategy towards Customers Purchase Decision.

- MATEC Web of Conferences, 150(2), 9–16.  
<https://doi.org/10.1051/matecconf/201815005043>
- Okumus, B. (2020). Food tourism research: a perspective article. *Tourism Review*, 76(1), 38–42. <https://doi.org/10.1108/TR-11-2019-0450>
- Pedraja, M., & Yague, J. (2001). *Research in brief What information do customers use when choosing a restaurant ?*
- Perumal, P., & Yoganathen, A. (2018). *INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISION MAKING PROCESS*. July.
- Pietro, L. Di, Virgilio, F. Di, & Pantano, E. (2011). Social network for the choice of tourist destination: attitude and behavioural intention. *The Eletronic Library*, 34(1), 1–5.
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social Media Usage, Electronic Word Of Mouth and Purchase Decision Involvement. In *Asia-Pacific Journal of Business Administration* (Vol. 9, Issue 2). <https://doi.org/10.1108/APJBA-06-2016-0063>
- Priyono. (2016). *Metode Penelitian Kuantitatif* (T. Chandra (ed.); Edisi Revi). Zifatama Publishing.
- Putra, M. A. (2014). *Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Pada Distro Peserta Kickfest Bandung Tahun 2013 (Survey Pada Followers Akun Twitter Distro Arena Experience, Horror Jokes, Linoleum, Omunium, dan Riotic)*.
- Putri, S. W. D. G., & Nilowardono, S. (2021). The Influence of Brand Image, Service Quality, and Social Media Marketing on Purchase Decision at Restaurant Navy Seals Surabaya. *Quantitative Economics and Management Studies*, 2(4), 251–260. <https://doi.org/10.35877/454ri.qems322>
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>
- Rao, N., & Ratnamadhuri, K. (2018). Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger BIKE Market. *Journal of Global Marketing*, 31(2), 73–95. <https://doi.org/10.1080/08911762.2017.1365991>
- Ratnasari, Y. (2015). *Pengaruh Social Media Marketing terhadap Keputusan Pembelian Pada Mie Reman (Survey Pada Followers Akun Twitter Mie Reman Sekaligus Sebagai Konsumen Mie Reman)*.
- Richter, D., & Schäfermeyer, M. (2011). Social Media Marketing on multiple services - The case of the student run organisation AIESEC. *19th European Conference on Information Systems, ECIS 2011*.
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>
- Sardar, S., Ray, R., Hasan, M. K., Chitra, S. S., Parvez, A. T. M. S., & Avi, M. A. R. (2022). Assessing the Effects of COVID-19 on Restaurant Business From Restaurant Owners' Perspective. *Frontiers in Psychology*, 13(April), 1–10. <https://doi.org/10.3389/fpsyg.2022.849249>
- Schiffman, L. G., & Kanuk, L. L. (2012). Consumer Behaviour: A European Outlook. In *Pearson Education*.

- Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior 11th* (Issue 1).
- Schiffman, L., & Kanuk, L. (2014). *Consumer Behavior* (11th editi).
- Sekaran, U., & Bougie, R. (2003). *Research Methods for Business: A Skill-Building Approach, 4th Edition*.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business. In *A-Skill Building Approach* (7th Editio). Wiley. [https://doi.org/10.1007/978-94-007-0753-5\\_102084](https://doi.org/10.1007/978-94-007-0753-5_102084)
- Shangguan, Z., Wang, M. Y., & Sun, W. (2020). What caused the outbreak of COVID-19 in China: From the perspective of crisis management. *International Journal of Environmental Research and Public Health*, 17(9). <https://doi.org/10.3390/ijerph17093279>
- Sharma, A. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective. *Journal of Management Decision*. <https://doi.org/10.1108/MD-10-2018-1092>
- Sharma, S., & Rehman, A. (2012). Assessing the Impact of Web 2.0 on Consumer Purchase Decisions: Indian Perspective. *International Journal of Marketing and Technology*, July 2012.
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being* (12th edition) (12th editi, Vol. 301).
- Solomon, M. R. (2019). Consumer Behavior Buying, Having, and Being (13th edition). In *Journal of Chemical Information and Modeling* (13th editi, Vol. 53, Issue 9).
- Song, H. J., Ruan, W. J., & Jeon, Y. J. J. (2021). An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95(March), 102943. <https://doi.org/10.1016/j.ijhm.2021.102943>
- Sørensen, F., Fuglsang, L., Sundbo, J., & Jensen, J. F. (2020). Tourism practices and experience value creation: The case of a themed attraction restaurant. *Tourist Studies*, 20(3), 271–297. <https://doi.org/10.1177/1468797619899347>
- Sun, Y., & Wang, S. (2019). Understanding consumers intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Taufik, H. W. (2020). Birokrasi Baru Untuk New Normal: Tinjauan Model Perubahan Birokrasi Dalam Pelayanan Publik di Era Covid-19. *Dialogue Jurnal Ilmu Administrasi Publik*, 2(1), 1–18. <https://ejournal2.undip.ac.id/index.php/dialogue/article/view/8182>
- Thota, S. C. (2018). *Social Media ; A Conceptual Model Of The Why's, When's, And How's Of Consumer Usage Of Social Media And Implications On Business Strategies*. 22(3), 1–12.
- Torabi, M., & Bélanger, C. H. (2022). Influence of social media and online reviews on university students' purchasing decisions. *International Journal of Internet Marketing and Advertising*, 16(1–2), 98–119. <https://doi.org/10.1504/IJIMA.2022.120968>
- Wahyudi, M. A., & Rahmadi, Z. T. (2022). *The Influence of Digitalization, Religiosity and Product Quality on Purchase Decisions of Korean Packaged Food and Beverage Products*. <https://doi.org/10.4108/eai.17-12-2022.2333267>
- Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive

- customers. *International Journal of Services, Economics and Management*, 10(2), 177–193. <https://doi.org/10.1504/IJSEM.2019.100944>
- Yarıř, A., & Aykol, ř. (2021). The impact of social media use on restaurant choice. *Anatolia*, 33(3), 310–322. <https://doi.org/10.1080/13032917.2021.1931379>
- Yogesh, F., & Yesha, M. (2014). Effect of Social Media on Consumer Purchase Decision. *Pravaha*, 25(1), 167–174. <https://doi.org/10.3126/pravaha.v25i1.31955>