

Sort No. \_\_\_\_\_

Secrete Level \_\_\_\_\_

Universitas  
**武漢理工大學**

Wuhan University of Technology

## MBA THESIS

Research on Purchase Intention of Kawai Cosmetic in Indonesia :

A Social Media Market Perspective

印度尼西亚卡哇伊化妆品购买意愿研究:基于社交媒体视角

Name of Postgraduate: Ikramina Larasati Hazrati Havidz

Name of Supervisor: Prof. Xie Kefan

School/Department: School of Management Zip code: 430070

Degree Level: Master's Degree Discipline& Specialty: MBA

Thesis Submission Date: \_\_\_\_\_ Date of Defense: \_\_\_\_\_

Degree Awarding Unit: Wuhan University of Technology

Degree Awarding Date: \_\_\_\_\_

Chairperson of Defense Committee \_\_\_\_\_

Evaluator's \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date: May 2016

DEDICATION

**THIS THESIS IS DEDICATED TO MY BELOVED  
FATHER AND MOTHER**

### Original Creation Statement

I hold onto the truth of the following statement: I declare that this is my original work and has not been submitted to any institution and should never be reproduced without my permission. The research work or the Thesis brought forward is my own research work which was instructed by my supervisor. As I am aware, that thesis or research work doesn't include others research work which have been published or written and other materials which have been used in order to obtain degree or other certificates in Wuhan University of Technology or other educational institutions here in China.

Signature of Postgraduate -----  -----

Date ----- Month----- Day -----Year

### Explanation of Authorization of Thesis Application

I understand the rules on keeping and applying degree thesis of Wuhan University of Technology completely, i.e., the right of keeping thesis copies submitted and the right of borrowing and referring thesis are held by Wuhan University of Technology and Wuhan University of Technology is able to publish the whole content of the thesis and keep these copies by photocopy, micro copy or other replicating ways.

Signature of Postgraduate ----  -----

Signature of Supervisor -----

Date ----- Month----- Day -----Year

## 摘要

社交媒体的迅猛发展为市场营销开托了新纪元。当前，社会化媒体已经成为世界上，还有印尼做广告的一种趋势。随着社会化媒体的出现，企业在节省广告预算的同时，仍可保持一定的市场能力。随着线上平台的增加，顾客在社会化媒体上的购买意愿也得到了增强。对此，不同的学者已经在不同的阶段，样本和方法中得到了不同的验证和解释。但是，依然很有必要做更深入的研究以弥补前人研究之不足，其中又涉及三个方面。首先，调查并检测顾客参与和社会化媒体平台之间的关系。第二，调查并检测顾客参与与社交媒体平台之间的关系。第三，调查并检测社交媒体平台和顾客购买意愿之间的关系。

本文基于学者设计的概念模型进行了深入而广泛的调查，基于经验数据，通过现有商业活动及未来意愿的调查，对其中的三个关系进行了假设检验。统计分析表明，市场的决定性因素有很多，包括顾客参与、WOM、社会化媒体平台和购买意愿。总的来说，这个发现说明社交媒体平台对在媒体中获得购买意愿有积极的关系。因此，本论文对在社交媒体平台下的购买意愿这个领域，以及在市场营销领域有一定的理论与实践意义，也为市场营销专业从业者提供了有用的管理性的长远视角。

关键词：客户参与，口碑，社交媒体平台，购买意愿

## **Abstract**

The rapid growing of social media platforms has bring to a new era for marketing. Social media is now the world trend in do advertising and so does Indonesia. By the presence of social media, it assist small business in minimizing the advertising budget but still has ability to get themselves closer to the market. A great interests to lead purchase intention under social media platforms has emerged along with the rise of online platforms. There are previous researcher has been done within different periods, sample, and method containing various results. It is necessary to do further study by researcher to bridge the gap exist in the previous study and satisfy three objectives appears under this study. First, to investigate and examine the relationship between customer engagement and social media platforms. Second, to investigate and examine the relationship between word-of-mouth and social media platforms. Third, to investigate and examine the relationship between social media platforms and purchase intention.

The paper delivers a thorough investigation of the conceptual model designed by researcher and offers empirical evidence of its relationship to further apply by the business or future research. The determinants variable consist of customer engagement, word-of-mouth (WOM), social media platforms, and purchase intention. After all, the finding showed that social media platforms has positive relationship to gain purchase intention under the user of social media platforms. Thus, this paper is an important contribution to academic marketing literature in the field of purchase intention under social media platforms and provides useful managerial insights for marketing practitioners.

**Keywords:** Customer Engagement, Word-of-Mouth (WOM), Social Media Platforms, Purchase Intention

## Table of Contents

摘要 .....	iv
List of Tables.....	ix
List of Figures .....	x
<b>Chapter 1 INTRODUCTION.....</b>	<b>1</b>
1.1 Research background, Objectives, and Significance .....	1
1.1.1 Research Background .....	1
1.1.2 Objectives and Significance of the Study .....	9
1.2 Literature Review .....	10
1.2.1 Marketing.....	10
1.2.2 Social Media Platforms.....	16
1.2.3 Word of Mouth .....	19
1.2.4 Customer Engagement.....	20
1.2.5 Purchase Intention .....	21
1.3 Research Contents and Methodology .....	22
1.3.1 Research Contents .....	22
1.3.2 Research Methodology .....	23
<b>Chapter 2 THEORETICAL ANALYSIS OF PURCHASE INTENTION IN SOCIAL MEDIA MARKET PERSPECTIVES .....</b>	<b>25</b>
2.1 Definition and Traits of Purchase Intention.....	25
2.1.1 Consumer Behavior .....	25
2.1.2 The Buying Decision Process of Consumer .....	26
2.2 Social Media Market Theory .....	28
2.2.1 Social Media definition.....	28
2.2.2 Social Media Market.....	29
2.3 Pattern and Paths of Purchase Intention in Social Media Market Perspective ....	34

<b>Chapter 3 BUSINESS PROFILE OF KAWAI COSMETIC IN INDONESIA.....</b>	<b>37</b>
3.1 Kawai Cosmetic at Glance.....	37
3.2 Kawai Cosmetic Vision and Mission .....	38
3.3 Marketing Concept of Kawai Cosmetic in Indonesia.....	38
3.3.1 Segmentation .....	38
3.3.2 Targeting.....	38
3.3.3 Positioning .....	39
3.4 Marketing Mix of Kawai Cosmetic in Indonesia.....	40
3.5 SWOT Analysis of Kawai Cosmetic in Indonesia .....	43
3.6 Marketing Philosophy of Kawai Cosmetic in Indonesia .....	44
<b>Chapter 4 RESEARCH FRAMEWORK, HYPOTHESIS, AND QUANTITATIVE APPROACHES .....</b>	<b>45</b>
4.1 Research Framework .....	45
4.1.1 Customer Engagement meets Social media.....	45
4.1.2 Word-of-Mouth meets Social Media .....	46
4.1.3 Social Media meets Purchase Intention .....	47
4.2 Conceptual Model and Hypothesis .....	48
4.3 Data Collection .....	49
4.3.1 Population .....	49
4.3.2 Selection of Sample .....	49
4.4 Measurement of Construct.....	49
4.5 Statistical Analysis.....	51
<b>Chapter 5 RESULT OF PURCHASE INTENTION OF KAWAI COSMETIC IN SOCIAL MEDIA MARKET PERSPECTIVES.....</b>	<b>53</b>
5.1 Descriptive Analysis .....	53

5.2 Measurement of Reliability and Validity .....	61
5.2.1 Measurement of Reliability .....	61
5.2.2 Measurement of Validity .....	62
5.3 Model Estimation Results .....	65
<b>Chapter 6 CONCLUSIONS AND FUTURE RESEARCH .....</b>	<b>67</b>
6.1 Conclusions.....	67
6.2 Future Research .....	69
<b>References .....</b>	<b>72</b>
<b>Appendix 1: Questionnaire (Indonesian Version) .....</b>	<b>82</b>
<b>Appendix 2 : Questionnaire (English Version).....</b>	<b>86</b>



## List of Tables

Table 1-1 World internet usage and population statistics .....	2
Table 3-1 Indonesia social economy status source from Nielsen – Indonesia .....	39
Table 4-1 Reasons users engage within social media platforms .....	46
Table 4-2 Types of social media and human need satisfaction .....	48
Table 4-3 Summary of the variable, level of measurement, and manifest variables .	50
Table 5-1 Reliability data under Cronbach's Alpha value .....	62
Table 5-2 Validity test under KMO and Bartlett's Test .....	63
Table 5-3 Rotated Factor Matrix .....	64
Table 5-4 Standardized coefficients under regression method .....	66
Table 5-5 Standardized coefficients under regression method .....	66
Table 5-6 Standardized coefficients under regression method .....	66

## List of Figures

Figure 1-1 Source from Kawai Cosmetic, Indonesia .....	1
Figure 1-2 Time spent on the internet .....	3
Figure 1-3 Annual growth rate under social media platforms.....	4
Figure 1-4 Research technological road map .....	23
Figure 2-1 Consumer buying decision process .....	27
Figure 2-2 The Social Software.....	31
Figure 2-3 Percentage of people hire with social media specialization in company.....	33
Figure 3-1 Kawai consumers on the behalf of Indonesian public figure, source from Kawai.....	40
Figure 3-2 Source from Kawai .....	41
Figure 3-3 Source from Kawai .....	42
Figure 3-4 Source from Kawai .....	42
Figure 4-1 Conceptual model and hypothesis .....	48
Figure 5-1 Kawai Cream Cosmetic correspondents' expansion under the province region .....	53
Figure 5-2 Kawai Cream Cosmetic's consumers based on gender .....	54
Figure 5-3 Consumers of Kawai Cream Cosmetics according to number of age .....	55
Figure 5-4 Consumers of Kawai Cream Cosmetics according to occupation background .....	56
Figure 5-5 Consumers of Kawai Cream Cosmetics according to income background....	57
Figure 5-6 Information gathered by consumers of Kawai Cream Cosmetic about the product.....	58
Figure 5-7 Consumers of Kawai Cream Cosmetic are social media users.....	59
Figure 5-8 Social Media Platforms frequently used by Consumers of Kawai Cream Cosmetic .....	60
Figure 5-9 Period of usage by Kawai Cream Cosmetic's consumers .....	61

## Chapter 6 CONCLUSIONS AND FUTURE RESEARCH

### 6.1 Conclusions

As observed from the analysis gathered using questionnaires under freeonlinesurveys.com, it revealed that consumer engagement has no relationship when it meets social media platforms. The finding provides negative relationship between the variables of customer engagement and social media platforms. It is somehow point out that consumers of Kawai Cream Cosmetic meets reason different which is customer engagement has power to drive the market under social media platforms according to previous study. These conclusion is dedicated to satisfy the first hypothesis of the study.

On other hand, Word-of-Mouth (WOM) lead to positive relationship within social media platforms. Furthermore, the significance value has not fully satisfied in regard to picture the second hypothesis. This means that more valuable word-of-mouth spread by the consumers among their relatives/friends lead to more followers/ consumers under the social media platforms. This is to sum up the result as researcher has designed second hypothesis in the study.

Last but not least, social media platforms indicates a positive relationship within purchase intention. In revealed the last hypothesis, researcher found that the significance value is not fully satisfied. Yet, as it brings positive relationship for both social media platforms and purchase intention it may be assumed that a willing of follower/ consumers to do purchase activity can be found under the existences of social media platforms. More consumers under social media platforms may lead to leverage on purchase intention.

Researcher has sum up the finding into some creative points, there are as follows:

#### (1) Implication for Marketing

Theory The present study revealed that after researcher conducted a research, the relationship between customer engagements under social media platforms lead to different relationship as previous literature revealed. It has been described in the previous chapter. This points out to a vary possibility set of rules of customer engagement under social media platforms. There are a lot of transformation has had imposed by marketer under these new communication platforms. Having consumers taking more and more central role in the

relationship within businesses. Researcher has provide vary literature in the term of customer engagement and social media platforms which are alike, but empirical study conducted by researcher does not indicates in the same conclusion as previous literature. In this sense, it showing that further research must be taken in order to fully satisfy the conceptual method in order to reach the purchase intention through social media platforms. However, two out of three objectives observed in the study have revealed alike of relationship between both word-of-mouth within social media platforms and social media platforms within purchase intention. Moreover, significance value that is not fully satisfied in this two objectives showing that further research is needed in order to fully integrate these concepts into one holistic understanding of purchase intention under the social media market perspectives.

## (2) Managerial Implications

The conceptual model presented in this study may provide the managers with a better understanding of the newly emerged concept and delivers empirical evidence of the returns potential. First of all, the finding of the research allow drawing line and defining the dependent and independent variable of the study. During the study, researcher has aware that even before the conceptual model and hypothesis were drawn customer engagement has already being considered as an important tool of a successful social media marketing. There is a belief among the practitioners that it may lead to leverage of the business performance (Nelson-Field & Taylor, 2012). However, according to the study observed by researcher, low level of engagement under social media platforms was revealed. Referred to the study, it means that the business still lack of knowledge and skill in achieving the substantial level of customer engagement. Hired an employee with skill on social media platforms may be helpful to reach the customers. Yet it will reduce the expense of business as they do not need to spend more time and financial in purpose to trainee the employee.

Moreover, the result gathered from this research show that word-of-mouth indicates a positive relationship under the social media platforms. It is revealed that online platforms are under the ruled of offline world. Even social media platforms are the new trend should be adapted by marketer, still the skillful of offline word-of-mouth is important to lead

people one step forward to the social media platforms usage (Enders, Hungenberg, Denker, & Mauch, 2008). In do marketing, word-of-mouth must balance applied with the social media platforms as marketer is adapting the new emerged of marketing.

Finally, the very basic purpose of the establishment of an organization or business is to earn profit with low expenses as it possible. Through the study discovered under the third objectives, both social media platforms and purchase intention may have interconnected each other. Despite as researcher has described in the previous paragraph, sharpen the skill in to a better understanding of social media platforms is important to be considered as well. However, high commitment once business decide to utilize it is high recommended to put attention. As such once business has decide to utilize it, care and maintaining of the social media platforms must be taken. The last hypothesis result that revealed in the study also have been proven by previous literature as it written in the previous chapter of the study.

## **6.2 Future Research**

Researcher has to be further acknowledge regarding some limitations faced during the present study. First of all, due to the novelty of the topic and lack of academic research in the study, the conclusions that are made in the study have to be made with caution. The conceptual model that have been designed by researcher cannot be immediately generalized by the future researcher. There may appears some literature that need to be improve as this study has been pointed out to picture a case in Indonesia where there might have culture different. According to the conceptual models, is indicates that there is still appears a large portion of variance not explain by the model. Future study should therefore attempt to capture the missing parts of the models. Moreover, identify another variables that may potentially affect the purchase intention in order to create a more explanatory model is highly recommended as it may serve another study for a better understanding.

## **Acknowledgement**

First of all, I would like to thank Allah SWT for His most gracious and merciful who gives me long life and health so I can finish my master thesis without any obstacles. Shalawat and salam be to my beloved prophet, Muhammad SAW who has brought the people from the darkness to the brightness and because of his struggle I can still continue my life in happiness.

In this opportunity I would like to extend my gratitude to Professor Xie Kefan for his unselfishness, patience, motivation, enthusiasm, immense of knowledge, and willingness in giving me guidance for this research study.

I would also send high appreciation to all lecturers in Wuhan University of Technology under the management of school department. I could gained some new knowledge under vary lecture that you taught.

Big and warm hug I dedicated to my family. For all the fighting spirit and financial support daddy provide me to finish my Master study. Warning, attention, tenderness, caress, and strength of love that mom never stop give me during my easy and hard time of life. Prayer that never stop given by my grandfather and grandmother to me. For all those joke and advice my brother and sister taught me. Last but not least, tolerance, endurance, and one's who will be always ready once I need someone to speak the most, kamon.

There will be a "goodbye" for "hello" we made. One wish I would like to make is hope this relationship may be lasting even when the time for us to leave this university is about to come. To all classmates in MBA program of Wuhan University of Technology batch 2014, it is such a precious time to spend with you. There are many new life stories and different culture I got during the study and lead to me gain more knowledge on it.

Indonesia and Wuhan is not a close country consider it from the distance geographically, but still I can have those Indonesia feeling here. Warm love as family I send to all of Indonesian reside in Wuhan. Without having them here, I might miss my country a lot.

Many thanks I would like to send to eonni Chun Juhyun as my dorm mate. We used to spend some times together until our own business put us on distance, but still we could have good relationship. You are such my older sister here. Last but not least to Bryna my “bik” she get everything in this term. She is my good partner as classmate, roommate, country mate, and sister as well for me. Been together for almost one year (as she used to go back to Indonesia) with her, started from a random strange act until becoming best friend with loads of moments we share. Hope this friendship will be lasting until we are landed in Indonesia.

Been a friend for almost nine years with her, Cea, a friend reside in Indonesia. I would like to thank her for always being there to listen my story even we are apart. Ones' who assist me during my confusedness till I could complete my thesis.

Last but not least, to Salimu a friend from Tanzania, Djalil or Bangbot (I used to call him) a friend from Algeria, and Tharaka a friend from Srilanka, loads of thanks I dedicated to them. I may have some hard time during my thesis, but everything become clearer as I have them. They spare some more time to guide and provide some advice to me during my thesis.

Warm Regard,



Ikramina Larasati Hazrati Havidz, SH

## References

- [1](2013). "Why Social Media Marketing? 10 Ways Social Media can Help Grow Your Business". Constant Contact Inc.
- [2]Aaker, J., Fournier, S., & Brasel, S. (2008). "When good brands do bad, Working paper Series". UC Barkeley: Center for Responsible Business.
- [3]Academy, T. I. (2011). "Developing an Internet Marketing Strategy". UK: The Internet Marketing Academy & Ventus Publishing ApS.
- [4]Aiken, L. S., & West, S. (1991). "Multiple regression. Testing and interpreting interactions". Newbury Park: Sage.
- [5]Albors, J., Ramos, J. C., & Hervás, J. L. (2008). "New Learning network paradigm: Communities of objectives, crowdsourcing, wikis, and open source". *International Journal of Information Management*. Vol.28, 194-202.
- [6]Amstrong, G., Kotler, P., & Silva, G. d. (2005). "Marketing: an Asian Introduction Perspective". New Jersey: Pearson Prentice Hall.
- [7]Ang, L. (2011). "Community relationship management and social media". *Journal of Database Marketing and Customer Strategy Management*, 31-38.
- [8]Aral, S., Dellarocas, C., & Godes, D. (2013). "Introduction to The Special Issue "Social media and business transformation": A framework for research". *Information System Research*, 54(1), 3-13.
- [9]Assaad, W., & Gomez, J. M. (2011). "Social Network in marketing (Social Media Marketing) Opportunities and Risks". *International Journal of Managing Public Sector Information and Communication Technologies (IJMPICT)*, Vol.2., No.1, 1-10.
- [10]Azwar, S. (1988). "Sikap Manusia Teori dan Pengukurannya". Yogyakarta: Liberty.



- [11]Azwar, S. (2004). "Reliabilitas dan Validitas". Yogyakarta: Pustaka Pelajar Offset.
- [12]Baird, C. H., & Parasnis, G. (2011). "From social media to customer relationship management". *Strategy and Leadership*, 39(5), 30-37.
- [13]Balakrishnan, B. K., Dahnil, M. I., & yi, W. J. (2014). "The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y". *Procedia - Social and Behavioral Sciences*, 148, 177-185.
- [14]Baldassarre, R. (2015, August 07). "5 Online Marketing Basics Every Entrepreneur Needs to Know". Retrieved August 24, 2015, from Entrepreneur: <http://www.entrepreneur.com/article/249132>
- [15]Beatty, S. E., & Talpade, S. (1994). "Adolescent influence in family decision making: A replication with extension". *Journal of Consumer Research*, 21(2), 332-341.
- [16]Berthan, P. R., Pitt, L. F., & Watson, R. T. (2012). "Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy". *Business Horizons*, 55(3), 261-271.
- [17]Berthan, P., Pitt, L., & Watson, R. T. (1996). "The World Wide Web as an advertising medium". *Journal of Advertising Research*, 36 (1), 43-54.
- [18]Bodnar, K. (n.d.). "Generating Small Business Customers With Social Media Marketing". HubSpot Marketing Team.
- [19]Burnett, J. (2008). "Core Concepts of Marketing". Switzerland: The Global Text Project.
- [20]Cha, J. (2009). "Shopping on social networking sites: Attitude towards real versus virtual items". *Journal of Interactive Advertising*, 10(1), 77-93.
- [21]Chaudhuri, A., & Holbrook, M. (2001). "The chain of effects from brand trust and brand effect to brand performance: The role of brand loyalty". *Journal of Marketing*, 65(2), 81-93.

- [22]Constantinides, E. (2014). "Foundations of Social Media Marketing". *Procedia - Social and Behavior Science*, 148, 40-57.
- [23]Coon, M. (2010, 06 4). "Social Media Marketing: Successfull Case Studies of Businessess using Facebook and Youtube with an in-depth look in The Business Use of Twitter". Retrieved 9 20, 2015, from Communication M.A Project: <http://comm.stanford.edu/coterm/projects/2010/maddy%20coon.pdf>
- [24]Deighton, J., & Kornfeld, L. (2009). "Interactivity's unanticipated consequences for marketers and marketing". *Journal of Interactive Marketing*, 23(1), 4-10.
- [25]Dong, J. Q., & Wu, W. (2015). "Business Value of social media technologies: Evidence from online user innovation communities". *Journal of Strategic Information Systems*, 24, 113-127.
- [26]Doorn, J. V., Lemon , K., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. (2010). "Customer engagement behavior: Theoretical foundations and research directions". *Journal of Service Research*, 13(3), 253-266.
- [27]Drury, G. (2008). "Opinion piece: Social media: Should marketers engage and how can it be done effectively?" *Journal of Direct, Data, and Digital Marketing Practice*, Vol.9, No.3, 274-277.
- [28]Enders, A., Hungenberg, H., Denker, H., & Mauch, S. (2008). "The long tail of social networking: Revenue models of social networking sites". *European Management Journal*, 26, 199-211.
- [29]Erdogmus, I. E., & A., M. C. (2012). "The impact of social media marketing on brand loyalty". *Procedia - Social and Behavior Sciences*, 58, 1353-1360.
- [30]Field, A. (2009). "Discovering Statistics Using SPSS, 3rd Edition". Los Angeles, London, New Delhi, Singapore, Washington DC: SAGE.
- [31]Fishbein, M., & Ajzen, I. (1975). "Believe, attitude, intention, and behavior: An introduction to theory and research". Reading, MA: Addison-Wesley.

- [32]Forbes, L. P., & Vespoli, E. M. (2013). "Does Social Media Influence Consumer Buying Behavior? An Investigation of Recommendations and Purchases". *Journal of Business & Economics Research*, 11(2), 107-111.
- [33]Fraenkel, J. L., & E., W. N. (1993). "How to Design and Evaluate Research in Education". New York: McGraw-Hill Inc.
- [34]George, D., & Mallery, P. (1999). "SPSS for Windows Step by Step: A simple guide and reference". MA: Allyn & Bacon.
- [35]Gliem, J. A., & Gliem, R. (2003). "Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability for Likert-Type Scales". Midwest Research-to-practice Conference in Adult, Continuing, and Community Education. Columbus: The Ohio State University.
- [36]Granger, C. W., & Newbold, P. (1974). "Spurious Regressions in Econometrics". *Journal of Econometrics* 2 , 111-120.
- [37]Hair, J. F. (2006). "Multivariate Data Analysis". N.J.: Prentice Hall .
- [38]Hall, M., & Cookham. (2009). "Marketing and the 7Ps: A Brief Summary of Marketing and How it Works". UK: The Chartered Institute of Marketing.
- [39]Hanna, R., Rohm, A., & Crittenden, V. (2011). "We're all connected: The power of social media ecosystem". *Business Horizons*, 54(3), 265-273.
- [40]Helms, J. E. (2006). "Treating Cronbach's Alpha Reliability Coefficients as Data in Counseling Research". *The Counseling Psychologist*, 34(5), 630-660.
- [41]Hohmann, U. (2006). "Quantitative Methods in Education Research". University of Plymouth.
- [42]Indonesia, M. (n.d.). "Pasar Kosmetik Kurangi Potensi Impor". Retrieved Augustus 20, 2015, from Kementerian Perindustrian Republik Indonesia: <http://www.kemenperin.go.id/artikel/4925/Pasar-Kosmetik-Kurangi-Potensi-Impor->

- [43]"Indonesia's Cosmetics Market". (n.d.). Retrieved Augustus 20, 2015, from Global Business Guide Indonesia: [http://www.gbgingonesia.com/en/manufacturing/article/2014/indonesia\\_s\\_cosmetics\\_market.php](http://www.gbgingonesia.com/en/manufacturing/article/2014/indonesia_s_cosmetics_market.php)
- [44]Jantsch, J. (n.d.). "Let's Talk Social Media for Small Business (Version Two)". Office Live Small Business.
- [45]JiHaiLun. (2012). "How to use social media to develop e-commerce marketing". Marketing Theoretical Exploration, (5), 73-74.
- [46]Jones, A. T., Malczyk, A., & Beneke, J. (n.d.). "Internet Marketing". Get Smarter.
- [47]Kahar, R., Yamimi, F., Bunari, G., & Habil, H. (2012). "Trusting the Social Media in Small Business". The 8th International Language for Specific Purpose (LSP) Seminar - Aligning Theoretical Knowledge with Professional Practise, 564-570.
- [48]Kemp, S. (2015, January 20). "Digital, Social, and Mobile in 2015". Retrieved Augustus 21, 2015, from Slide Share: <http://www.slideshare.net/wearesocialsg/digital-social-mobile-in-2015>
- [49]Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). "Social Media? Get serious! Understanding the functional building blocks of social media". Business Horizons, 54(3), 241-251.
- [50]Killian, G., & McManus, K. (2015). "A marketing communications approach for the digital era: Managerial guidelines for social media integration". Business Horizons, 58, 539-549.
- [51]Kim, A. J., & Ko, E. (2012). "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand". Journal of Business Research, 65, 1480-1486.
- [52]Kim, J. H., & Bae, Z. (2008). "The role of online brand community in new product development: Case study on digital product manufacturers in Korea". International Journal of Innovation Management, Vol.12, 357-376.

- [53]Kohli, C., Suri, R., & Kapoor, A. (2015). "Will social media kill branding?" *Business Horizons*, 58, 35-44.
- [54]Kothari, C. R. (1985). "Research Methodology- Methods and Techniques". New Delhi: Wiley Eastern Limited.
- [55]Kotler, P., & Amstrong, G. (2011). "Principles of Marketing Thirteenth Edition". China Edition: Pearson Education, Inc.
- [56]Kotler, P., Keller, K. L., & Lu, T. (2009). "Marketing Management in China". Pearson.
- [57]Krech, D., Crutchfield, R. S., & Ballachey, E. L. (1962). "Individual in Society". New York: McGraw-Hill.
- [58]Kumar, R. (2005). "Research Methodology: A Step by Step Guide for Beginners, second edition". Singapore: Pearson Education.
- [59]Lariscy, R., Avery, E., Sweetser, K., & Howes, P. (2009). "An examination of the role of online social media in journalists' source mix". *Public Relations Review*, vol.35, 314-316.
- [60]Laroche, M., Habibi, M. R., & Richard, M. O. (2013). "To be or not to be in social media: How brand loyalty is affected by social media?" *International Journal of Information Management*, 32(6), 894-907.
- [61]Lupiyoadi, R. (2004). "Entrepreneurship from Mindset to Strategy". Jakarta, Indonesia: Fakultas Ekonomi Universitas Indonesia.
- [62]Mahr, D., & Lievens, A. (2012). "Virtual lead user communities: Drivers of knowledge creation for innovation". *Research Policy*, 41(1), 167-177.
- [63]Malik, A. (2015, February 01). "Indonesia Pasar Potensial Industri Kecantikan". Retrieved August 20, 2015, from Gatra News: <http://www.gatra.com/lifehealth/duniawanita/131937-indonesia-pasar-potensial-industri-kecantikan.html>

- [64]Mangold, W. G., & Faulds, D. (2009). "Social media: The new hybrid element of the promotion mix". *Business Horizons*, Volume 52, Issue 4, 357-365.
- [65]Maoyan. (2014). "Consumer Purchase Intention Research Based on Social Media Marketing". *International Journal of Business and Social Science*, vol.5, No.10(1), 92-97.
- [66]Matondang, Z. (2009). "Validitas dan Reliabilitas Suatu Instrumen Penelitian". *Jurnal Tabularasa PPS UNIMED*, Vol.6 No.1, 87-97.
- [67]Mayfield, A. (n.d.). "What is Social Media?" iCrossing.
- [68]McAfee, A. P. (2006). *Enterprise 2.0: "The dawn of emergent collaboration"*. *Sloan Management Review*, 47(3), 21-28.
- [69]Nasution, R. (2003). "Sampling Technique". Medan: USU Digital Library.
- [70]Nelson-Field, K., & Taylor, J. (2012). "Facebook fans: A fan for life?" Admap.
- [71]Neti, S. (2011). "Social Media and Its Role in Marketing". *International Journal of Enterprise Computing and Bussines Systems*, 1-16.
- [72]Nunnally, J. (1978). "Psychometric Theory". New York: McGraw-Hill.
- [73]Nur, M. (1987). "*Teori Tes*". Surabaya: IKIP Surabaa.
- [74]Pergolino, M., Rothman, D., Miller, J., & Miller, J. (2012). "THE DEVINITIIVE GUIDE TO SOCIAL MARKETING". America: Marketo, Inc.
- [75]Prahalad, D. K., & Ramaswamy, V. (2004). "Co-creation Experiences, The next practice in value creaion". *Journal of Interactive Marketing*, Vol.18, 5-14.
- [76]Punch, K. (2014). "Introduction to Social Research. In Quantitative and Qualitative, third edition". London: Sage.
- [77]Relling, M., Schnittka, O., Sattler, H., & Johnen, M. (2015). "Each can help or hurt: Negative and positive word of mouth in social network brand communities". *International Journal of Research in Marketing*, 1-17.

- [78]RI, T. P. (2014). "Panduan Optimalisasi Media Sosial untuk Kementerian Perdagangan RI". Jakarta Pusat: Pusat Humas Kementerian Perdagangan RI.
- [79]Saunders, M. N., Lewis, P., & Thornhill, A. (2009). "Research Methods for Business Students". Essex: Pearson Education.
- [80]Schiffman, L. G., & Kanuk, L. (2000). "Consumer Behavior 7th Edition". Wisconsin: Prentice Hall.
- [81]Sekaran, U. (1992). "Research Methods for Business: A Skill-Building Approach". New York: John Wiley.
- [82]Sema, P. (2013). "Does Social Media Affect Consumer Decision-making?" Retrieved from Johnson & Wales University: [http://scholarsarchive.jwu.edu/mba\\_student/24](http://scholarsarchive.jwu.edu/mba_student/24)
- [83]Sheth, J. N. (1974). "An Investigation of relationships Among Evaluative Beliefs, Affect, Behavioral Intention, and Behavior" in Consumer Behavior: Theory and Application". Boston: Allyn&Bacon.
- [84]Shively, K. (2015). "The State of Social Marketing - 2015".
- [85]Singarimbun. (1989). "Metode Penelitian Survey". Jakarta: LP3ES.
- [86]So, W. C., Wong, T. N., & Sculli, D. (2005). "Factors Affecting Intentions to Purchase via the Internet". Industrial Management & Data System, 105, 1225-1244.
- [87](n.d.). "Social Media Marketing in Education". Software & Information Industry Association.
- [88]"Social Media Marketing: Validated, Time-tested Ways to Grow Your Business". <http://socialmediamarketing.com/eBook.pdf>. Accessed on 20<sup>th</sup> Augustus 2015
- [89]Stelzner, M. A. (2014). "How Marketers Are Using Social Media to Grow Their Businesses". SocialMedia Examiner.

- [90]Stevens, S. S. (1946). "On the Theory of Scales of Measurement. Science, New Series, Vol. 103". American Association for the Advancement of Science.
- [91]Stokes, R. (n.d.). "eMarketing The Essential Guide to Digital Marketing 4th Edition". Quirk.
- [92]Stokes, R., & The Minds of Quirk. (2008). "eMarketing: The Essential Guide to Marketing in Digital World fifth edition". Quirk eMarketing Ltd.
- [93]Sudastra, I. W. (n.d.). "Pengaruh Kualitas Produk, Kualitas Pelayanan, Kualitas Hubungan Terhadap Kepuasan dan Loyalitas Pelanggan". Universitas Udayana.
- [94]Sudjana, N. (2004). "Penilaian Hasil Proses Belajar Mengajar". Bandung: Remaja Rosdakarya.
- [95]Sugiyono. (2005). "Memahami Penelitian Kualitatif". Bandung: Alfabeta.
- [96]Suryabrata, S. (2000). "Pengembangan Alat Ukur Psikologis". Yogyakarta: Andi.
- [97]Tanner, J., & Raymond, M. A. (n.d.). "Marketing Principles v.2.0".
- [98]Tiago, M. T., & Verissimo, J. M. (2014). "Digital marketing and social media: Why bother?" *Business Horizons*, 57, 703-708.
- [99]Today, I. F. (2011, October 12). "Pasar Kosmetik Indonesia 2012 diperkirakan Rp 12.2 triliun". Retrieved Augustus 22, 2015, from Indo Premiere IPOT News: [https://www.ipotnews.com/m/article.php?jdl=Pasar\\_Kosmetik\\_Indonesia\\_2012\\_Diperkirakan\\_Rp\\_12\\_2\\_Triliun&level2=&level3=&level4=economy&news\\_id=319849&group\\_news=CLIPPING&taging\\_subtype=BANKING&popular=&search=y&q](https://www.ipotnews.com/m/article.php?jdl=Pasar_Kosmetik_Indonesia_2012_Diperkirakan_Rp_12_2_Triliun&level2=&level3=&level4=economy&news_id=319849&group_news=CLIPPING&taging_subtype=BANKING&popular=&search=y&q)
- [101]Triton, P. B. (2006). "SPSS 13.0 Terapan: Riset Statistik Parametrik". Yogyakarta: Andi Offset.
- [102]Trusov, M., Bucklin, R., & Pauwels, K. (September 2009). "Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site". *Journal of Marketing*, 90-102.



- [103]"Using Social Media Marketing to Promote Physical Activity and Health and Wellness in Parks". (n.d.). Retrieved Augustus 23, 2015, from National Recreation and Park Association: [https://www.nrpa.org/uploadedFiles/nrpaorg/Grants\\_and\\_Partners/Recreation\\_and\\_Health/Resources/Issue\\_Briefs/Social-Media.pdf](https://www.nrpa.org/uploadedFiles/nrpaorg/Grants_and_Partners/Recreation_and_Health/Resources/Issue_Briefs/Social-Media.pdf)
- [104]Villanueva, Julian, Yoo, S., & Hanssens, D. M. (2008). "The impact of marketing-induced versus word-of-mouth customer acquisition on customer equity growth". *Journal of Marketing Research*, 42 (February), 48-59.
- [105]Yun, C. (2012). "Social Media, Chinese enterprise can not miss the opportunity". *Journal of Modern Economic Information*, (11), 117-118.
- [106]Zarella, D. (2009). "The Social Media Marketing Book 1st edition". O'Reilly Media.
- [107]Zeithaml, V. A. (1988). "Consumer perception of price, quality and value: A means-end model and synthesis of evidence". *Journal of Marketing*, 52, 2-22.
- [108]Zeithaml, V. A., Berry, L., & Parasuraman, A. (1996). "The behavioral consequences of service quality". *The Journal of Marketing*, 31-46.
- [109]Zhu, Y.-Q., & Chen, H.-G. (2015). "Social media and human need satisfaction: Implications for social media marketing". *Business Horizons* 58, 335-345.
- [110]Zikmund, W. G., Babin, B., Carr, J., & Griffin, M. (2010). "Business Research Method". Mason, Ohio: South Western Cengage Learning.