

## PalArch's Journal of Archaeology of Egypt / Egyptology

### THE INFLUENCE OF DIGITAL MARKETING TRAINING AND FINANCIAL REPORTS ON GARAGE SALE ONLINE EVENT (CASE STUDY AT PRE ENTREPRENEURIAL CENTER IN BANDUNG)

*Gita Genia Fatihat<sup>1</sup>, R Susanto Hendiarto<sup>2</sup>*

<sup>1,2</sup>Faculty of Business and Management, Widyatama University, Bandung, Indonesia

E-mail: [1gita.genia@widyatama.ac.id](mailto:gita.genia@widyatama.ac.id) [2r.susanto@widyatama.ac.id](mailto:r.susanto@widyatama.ac.id)

**Gita Genia Fatihat, R Susanto Hendiarto. The Influence Of Digital Marketing Training And Financial Reports On Garage Sale Online Event (Case Study At Pre Entrepreneurial Center In Bandung)-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(10), 3201-3213. ISSN 1567-214x**

**Keywords: Digital Training; Online Garage Sale Events; Pre Entrepreneurial Center**

#### **ABSTRACT**

The purpose of this study is to know the description of each variable, and how strong the influence of digital training on marketing and financial reports on online garage sale events at Pre Entrepreneurial Center in Bandung. The sample collection technique was carried out purposively, given the uniqueness and features of this sale. This study examines two variables, namely digital training as the independent variable, and online garage sale as the dependent variable. While the method used in this research is descriptive quantitative method. The data collected is in the form of primary data. Meanwhile, the data collection technique is through library research and field research. The results of this study describe that the public interest and enthusiasm for the implementation of digital training is very high, especially marketing and financial reports, as well as the enthusiasm and passion of respondents for online garage sale events have a high perception, the digital training variable has a significant and significant effect on the garage sale event variable. online at the Pre-Entrepreneurial Center locus, and the determinant coefficient shows a high percentage so that the influence of the independent variable on the dependent variable is very strong. The online Garage sale event has a high magnitude and level of differentiation, is easy to implement, does not require capital, but instead is a new breakthrough solution to raise capital, does not require space, but can create a marketplace. This event has the potential to create new entrepreneurial centers. So that the implications for society will be multi-use and multiplier effect, so that the existence of digital training must be supported by the government, society and the business world, research must be developed to find out other variables that affect online garage sale events.

## INTRODUCTION

### *Background of the Problem*

Entering the 4.0 generation plus the conditions of the COVID-19 pandemic, adapting new habits becomes a necessity, community interaction is limited so that many activities are carried out at home, various impacts are suffered by the community, in conditions like this it requires carefulness, creativity, and the ability to seize competences that were not previously owned.

With almost everything done online (in the network) online, all levels of society are starting to compete for digital mastery, including techniques for marketing products and services that were previously carried out offline (outside the network) offline or face-to-face, in line with Purwana (2017) that marketing trends in the world are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet. Digital marketing is a promotional activity and market search through online digital media by utilizing various means such as social networking. The virtual world is now not only able to connect people with devices, but also people with other people all over the world.

As stated Kannan (2016), the era of globalization has encouraged a number of companies to expand their reach by marketing their products or services to various countries globally. The reasons for increasing growth and profit are the main reasons for these companies to do global marketing, but besides that main goal there are also other goals that have not been achieved, such as: the desire to achieve economies of scale, reduce company risk, seek bigger market opportunities. Compared to that in the country of origin and for other reasons. Not only standardizing the product, packaging, and brand, but also introducing the product or service simultaneously and synchronizing the communication message or sales campaign. Social media has the potential to assist businesses in marketing their products, as Stelzner (2012), social media is defined as a group of internet-based applications that create the ideological and technological foundations of Web 2.0 that allow the creation and exchange of user generated content, the same opinion is also conveyed by Stockdale et al.(2012) that digital technology has several attractions and advantages for consumers and organizations. With the existence of technology in the form of the latest electronic media, it can support e-commerce (electronic commerce) and encourage rapid growth. Simplistically, by creating a homepage and serving product orders via the internet, it can be said to be a global marketer who runs e-commerce. Kotler (2011) states that New wave technology is a technology that enables connectivity and interactivity between individuals and groups. The new wave encompasses three main strengths: cheap computers and cell phones, cheap internet, and open source. The community's ability has increased with the mastery of digital marketing practices, so that entrepreneurs

are struggling to get back up and be able to raise funds. After that, the awareness of managing their business increased with the desire to understand how to prepare financial reports easily, entrepreneurs thought that to control the company well is to understand its financial statements. Furthermore, entrepreneurs have a strong desire to increase their turnover and business assets, so that in the future they can become public companies, which collect funds from the public. Public enthusiasm for entrepreneurship is very high, because by mastering digital practices, they will be able to market products and services and be able to compile correct financial reports. This excellent momentum must be put to good use, through the support of the government and the business world, so that digital training will be able to equip the ability of people to become entrepreneurs.

With digital mastery competence, people can jointly organize online garage sale events, namely selling used goods in their respective homes, rough survey results in simple residential areas, the average used goods in their homes ranges from up to one hundred million rupiah for each house, and this can be a catalyst for the community to raise funds without debt, then the funds collected can be used as business capital to make their own products, or become a reseller, or buy facilities to open a service business. This will open an entrepreneurial road map and build a new entrepreneurial center, starting from level 1 Startup with online garage sale events to raising initial funds, entering level 2 Micro enterprises become pioneers selling their own products, or resellers, or service businesses, increasing to level 3 Small businesses equipped with simple permits and financial reports, registered with a health agency, halal, have national standards, open the gate level 4 to become medium or large businesses, domiciled in strategic places, have factories and employees have a reliable system, have export permits, and branches and even subsidiaries, eventually reigned on the throne of level 5 to become a public company and listed on the stock exchange. The journey was tortuous and not easy, it took a long time, but certainly time will continue. With the support of the government and the business world, digital training programs must start now, whether through various research grant programs, community development funds, charities, or other donations.

### ***Problem identification***

Considering the background of the problem, now the following problems can be identified:

1. In the midst of the COVID-19 pandemic, community interaction is limited, only doing activities at home online.
2. Many people are not digitally literate, even though they have entered the all-digital generation 4.0.
3. The cost of providing paid training, many could not afford amid the economic downturn.

4. Access to banks is difficult to reach, because they do not have the skills to make bankable financial reports.

5. Digital training is only possible if there is assistance from the government, the business world and various parties to provide subsidies so that training can be obtained at an affordable cost until it is not paid.

### ***Problem limitation***

This study uses a questionnaire to find out good responses about digital marketing training and financial reports as well as online garage sale events at Pre Entrepreneurial Center in Bandung.

### ***Problem formulation***

On the basis of problem identification above, the problem formulation can be structured as follows:

1. What is the public's perception of the implementation of digital marketing training and financial reports at Pre Entrepreneurial Center in Bandung?
2. How is the influence of society on the holding of online garage sales at Pre Entrepreneurial Center in Bandung?
3. How and how much influence does digital marketing training and financial reports have on online garage sales events at Pre Entrepreneurial Center in Bandung?

## **LITERATURE REVIEW**

### ***Basis of theory***

Digital marketing training examines aspects of marketing and aspects of digital marketing. According to Joe Pullizi (2014), the definition of content marketing is: "A marketing technique in the form of creating and distributing content or content that is relevant and useful with a view to attracting, obtaining, and establishing relationships with specific target audience. The end goal is to attract consumers to buy our products." According to The Copyblogger, the content marketing strategy is to make customers better understand the company itself by producing content that aims to provide information to the target (consumers) which is persuasive, on the products being marketed. Chaffey (2013) quoted from Rahmi and Aditya (2017) said that the definition of digital marketing is as a technology user to assist marketing activities that aim to increase consumer knowledge by adjusting to their needs, digital marketing is also defined as marketing activities using internet-based media. Meanwhile, according to Sawicky (2016) quoted from

Es(2017) digital marketing is an exploitation of digital technology that is used to create a channel to reach potential recipients to achieve company goals through more effective fulfillment of consumer needs. Thus, every company or marketing business is considered important as an important development strategy for companies and in MSEs to be able to develop marketing strategies through digital marketing.

Novita NurulIslami and FirdaLutfiatulFitria (2019) conveyed the training procedures carried out to partners, including:

- a) Providing digital marketing training that is currently developing
- b) Provide training on how to create accounts in the marketplace
- c) Provide training on how to operate a marketplace account for sales.
- d) Providing training on the transaction process.
- e) Provide assistance, monitoring and evaluation during the training process

Sarwono and Prihartono (2012) suggest that techniques that facilitate access to and publication of information using social interaction through social media are further supported (Kartika, 2013), social media is a place, a tool, a service that allows individuals to express themselves to meet and share with other colleagues via internet technology. Social media is a phase of change in how people find, read, talk, and share information, news, and data with others. Social media has become very popular because of its convenience and provides opportunities for people to be able to connect online in the form of personal relationships, politics and business activities. Social media provides social communication services. The same thing is stated by Buyer (2015), Bajpai et al. (2012), Juju and Ferry (2009) that social media is the most transparent, interesting and interactive form of public relations (PR) at this time. Social media tends to attract attention faster than people in the real world. This moment is then used as a way to build brands in consumers' minds with the support of social media.

Furthermore, Bulearca and Bulearca (2010) states that social media can help small business organizations in building networks, building relationships, and getting online branding opportunities.

Situmorang (2011) argues, for marketers, mobile marketing is considered more efficient because of high costs, more focus on the desired consumer (segmented) and more measurable, then Situmorang (2011) explains, members will listen more to suggestions from fellow communities rather than figures and commercials. If in the past only figures or artists became influencers, now everyone can become an influencer. The term consumer (passive) shifted to prosumer (active). According to Kotler and Keller (2012), social media is the media used by consumers to share text, images, sound and video information with other people and companies. Another definition of social media according to Kaplan and Henlein, social media as a group of media in the internet based on applications that build the ideological foundation and Web

2.0 technology that allows two-way conversation between producers and consumers interactively. To achieve effective targeted digital marketing training, market research is needed, according to Gunelius and Susan (2011), Market Research: Using tools from the social web to learn about customers, profile demographics and customer behavior, learn about, wants and consumer needs, and learn about competitors.

Digital marketing training and financial reports are prepared so that the public can carry out marketing activities, especially online garage sale events. Judging from the meaning of the word in English, garage sale according to the Oxford dictionary is defined as follows: Garage sale is the sale of various household items, which are often held in someone's garage or front yard. Garage sales are essentially selling used goods that are no longer used, but in good enough condition to sell. Garage sales can be done at home by selling personal items or it can be better organized and done in a larger place and also with several other people so that the items become more varied. Even now garage sales have been managed by many companies and event organizers so that they are able to bring in more people and 31 variations of the goods sold are more diverse.

Motivations for making garage sales vary. Starting from wanting to sell items that are no longer used, because they are moving house or because they need additional income (<http://akuinginhibjau.org>). When compared to the United States, where garage sales have become a lifestyle, garage sales are usually held in front of houses which usually do not have a fence, only a yard. Therefore, it is often referred to as a yard sale. They sometimes coordinate several houses, such as in one block to hold a garage sale at the same time so that in a row of housing, all of them display their belongings outside the house so that people can freely look and into the apartment and select the desired item and bid on it.

According to Gerardus Majella Aditya Wirawan (2015), based on the results of the study, it was found that garage sales have two main things that can influence consumer interest, namely products sold at the garage sale itself and also events which are a form of garage sale as a whole. Products are a factor of items that are bought and sold at garage sales, which include the type of product, product quality, uniqueness and price. Meanwhile, another factor is an event which is a form of packaging for a garage sale. where the event includes a place, information, activities and atmosphere, as well as organizers and tenants, Garage sale is the activity of selling used goods that are no longer used, but in a condition that is still good enough to be sold. Garage sales can be done at home by selling personal items or it can be better organized so that it is done in a bigger place and also with several other people so that the items sold become more varied. Motivations for making garage sales vary. Starting from wanting to sell items that are no longer used after "cleaning" the house, because they are moving house, or because they need additional income.

Facts in the field according to the Event Organizer, For connoisseurs of "garage sale" goods. The items sold at the Garage sale are basically used goods that are no longer used but are still in relatively good condition. Meanwhile, the bazaar specifically sells new items,"said Julinda, one of the DarmoHeerlijk Garage Sale Committee to Java (<http://ikmm.sv.ugm.ac.id>).

"Garage sale is the answer to the high enthusiasm of fashion lovers who usually shop for clothes and accessories at online boutiques. They then interact directly through interesting events, garage sales, "said Dinda, an employee of a private local TV in Surabaya to Java (<http://www.javainspire.com>).

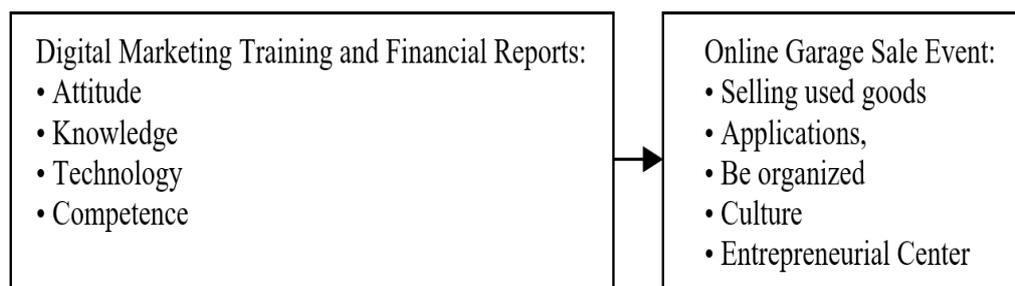
1. Gretchen M Herrmann (2006) research entitled "Garage Sales Make Good Neighbors: Building Community Through Neighborhood Sales" found that garage sales are conducted not only to sell and buy goods, but also to increase interaction and social solidarity in society.

2. Research by Gretchen M Herrmann (2003) entitled "Negotiating culture: Conflict and consensus in the U.S. garage-sale bargaining" shows that garage sale enthusiasts emerge with a culture of bargaining, which is different from other ways of shopping in America that use fixed prices. So as to provide comfort and a different atmosphere and behavior in shopping.

3. Gretchen M Herrmann's (2011) research entitled "New Lives from Used Goods: Garage Sales as Rites of Passage" which found that after selling at a garage sale, it will provide space availability both physically and psychologically as well as financial income to form an identity new life.

Turban(2004), Katawetawaraks and Wang (2011), explain that online shopping is the activity of purchasing products (both goods and services) via the internet. Online shopping activities include Business to Business (B2B) and Business to Consumers (B2C) activities. Meanwhile, in research, online shopping activities are associated with B2C because the intended buying activity is purchasing activities used by consumers themselves, not resale. Online shopping here is a retail transaction with individual buyers, so online shopping here is a purchasing decision made by individuals online.

According to Adityo (2011), the quality of information is a belief about how much information about products and services is useful and relevant for online buyers in predicting the quality and utility of a product and service offered in an online shop, Dejan(2010) explains, in the context of online shops, internet users can be broadly classified into three types of users; Non-purchase, browsers and Purchasers 1. Non-Purchasers are internet users who never search and purchase in online stores. 2. Browsers are internet users who only make purchases at the online shop. 3. Purchasers are people who have done searches and purchases in online stores.



**Figure 1.** Framework

### *Hypothesis*

Consider the theory and framework as described above. then to test the hypothesis is as follows:

H1: There is an influence between digital marketing training and financial reports on online garage sale events at Pre Entrepreneurial Center in Bandung.

H0: There is no influence between digital marketing training and financial reports on online garage sale events at Pre Entrepreneurial Center in Bandung.

## **METHOD OF IMPLEMENTATION**

### *Research object*

This study took the population of the community in Bandung Environmental Entrepreneurship Center, while the research technique used was a purposive sample.

### *Data analysis technique*

### *Descriptive analysis test*

This research was conducted with a quantitative approach through the survey method by distributing questionnaires to the sample of respondents as primary data, then quantitatively tabulating all the answers of the community using the Lickert scale. This study uses an independent variable (X), namely digital marketing training and financial reports and the dependent variable (Y) is an online garage sale event.

Sekaran and Bougie (2017) said that:

a. The meaning of independent variables is the variables that have causality to the dependent variable, either positive or negative. If there are independent variables, the dependent variable will also appear which follows each unit of increase or decrease in the independent variable.

b. Dependent variable or dependent variable (Y). Still the opinion of Sekaran and Bougie (2017) that "The dependent variable is dependent on the

existence of other variables that influence it. In other words, the main variable is very suitable for research. Furthermore, it is said that descriptive analysis is a research method that explains the situation and facts or conditions of the incident so that this method can be said is to collect a specified database.

***Hypothesis test (t test)***

In order to find out whether there is an effect of digital marketing training and financial reports on online garage sale events, the t test should be carried out partially.

***Test of the coefficient of determination***

This test illustrates the value that represents how strong the influence of digital marketing training and financial reports is on online garage sale events. The coefficient value is taken from the percentage value of the correlation coefficient squared, and its magnitude is in the range 0 - 1 (0% - 100%) if it is close to 1 (100%), the stronger the effect of the coefficient in question is.

**THE RESULTS ACHIEVED**

***Research objects***

The number of community respondents at the Pre Entrepreneurial Center in Bandung is 112 samples in 2020.

***Data analysis technique***

***Descriptive analysis test***

The research focus is located in Bandung purposively, the reason is the online garage sale event in Bandung can be called unique with various situations and many frequencies, as for the descriptive analysis is presented as follows.

**Figure 2** Variable Operationalization

Variable	Dimension	Indicator	Scale
<b>Pelatihan Digital Pemasarandan Laporan Keuangan:</b> Purwana, D., Rahmi, R., & Aditya, S. (2017). Kannan, P. K., & Hongshuang, L. (2016) Stockdale, R., Ahmed, A., & Scheepers, H. (2012) Kotler, Philip and Kevin	Attractiveness	Readiness to start training	Ordinal
	Procedure	Compliance level	Ordinal
	Marketing	Marketing understanding	Ordinal
	Financial statements	level	Ordinal
	Digital Technology	Keu report understanding	Ordinal
	Social media Training	level	Ordinal

Lane Keller, 2011. Pulizzi, Joe.2014 Chaffey, D., & Smith, P. R. (2013). Novita Nurullslami, FirdaLutfiatulFitria, (2019) Sarwono, J. andPrihartono, K. (2012). Gunelius, Susan. (2011) Stelzner, M. (2012) Kartika H, Bambang, (2017)		Mastery level of application Use social media wisely Competency of graduation	
<b>Event Garage Sale Online:</b> Kamus Oxford Gerardus Majella Aditya Wirawan (2015) Gretchen M Herrmann (2006) Dejan, Jakšić. (2009). <a href="http://www.garagesale.com">http://www.garagesale.com</a> <a href="http://lintaskampusup45.blogspot.com">http://lintaskampusup45.blogspot.com</a>	Sales Secondhand Online store Attractiveness Event Additional income New cultural identity	Selling skill level Level of knowledge of used goods Account control level Competitiveness Organizational skills The ability to manage capital Ability to socialize	Ordinal Ordinal Ordinal Ordinal Ordinal Ordinal

According to the survey data, it can be illustrated that the perceptions of 112 people at the Entrepreneurial Center about digital marketing training activities and financial reports in Bandung, obtained the opinion of respondents who strongly agree with an average of 56.00%, agree 16.43%, doubt 11, 43%, 8.57% disagree, and strongly disagree 7.14%. Meanwhile, responses about activities Online garage sales that strongly agree with an average of 52.29%, agree 9.43%, doubt 18.57%, disagree 13.29%, and strongly disagree 7.86%.

**Hypothesis test (t test)**

1. Partial t test Independent Variable X "digital marketing training and financial reports" to the dependent variable Y "Event Garage sale online".

**Figure 3** Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.894	.691		7.078	.000
GS online	-.237	.155	-.145	-1.537	.127

a. Dependent Variable: capital

Reject H1: There is an effect of digital marketing training and financial reports on online Garage sale events

Accept H0: There is no effect of digital marketing training and financial reports on online Garage sale events

The t test shows digital marketing training and financial reports have a value of -0.237 which indicates that variable X has a negative effect on variable Y but has a sig value of 0.127 greater than 0.05 so that variable X does not have a significant effect on variable Y.

***Coefficient of determination***

Variable X "digital marketing training and financial reports" to Variable Y "Event Garage sale online".

**Figure 4** Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.145 <sup>a</sup>	.021	.012		.422277786098451

- a. Predictors: (Constant), GS Online
- b. Dependent Variable: Modal

R Square = 0.021 or 2,1% The effect of digital marketing training and financial reports on online Garage sale events, while 97,9 % is influenced by other variables. So, it shows that variable X has very small effect.

**CONCLUSION**

1. Digital marketing training and financial reports received very positive responses where respondents gave an average response that strongly agreed to hold this activity in the community in Bandung.
2. Like the training, the online Garage Sale Event also received a positive response, it turns out that the respondents also gave responses that on average strongly agreed to hold this activity in the community in Bandung.
3. Digital marketing training and financial reports does not have a significant effect on the online Garage sale event.

**SUGGESTIONS**

1. Training on digital marketing and financial reports so that the implications are broad and massive, and this requires support, seriousness and consistency from the government, the business world, and all other relevant stakeholders, so that Startups can immediately open a road map at level 1.
2. Online Garage sale events to be carried out regularly and continuously,

in order to accelerate the creation of new entrepreneurial centers in every region, city and district throughout the archipelago.

3. Researchers should do more of the same research, in order to complement the data for other variables outside the variables studied, in their effect on the online Garage sale event.

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