

Review Article

The Effect of Google Search Engine, Facebook Advertising, and Instagram Content on Product Purchase Decisions (Case Study on Santi Palm Florist in Denpasar City)

Ni Made Dwi Cahyani¹, Ni Nyoman Kerti Yasa²

¹Economics and Business Faculty, Udayana University, Bali – Indonesia

Received Date: 01 November 2021

Revised Date: 08 December 2021

Accepted Date: 20 December 2021

Abstract - The internet is a medium that is widely used by the public that can be accessed without time limits. The internet helps many businesses in promoting their business in order to improve consumer purchasing decisions. The purpose of this study was to determine the effect of Google search engines, Facebook advertising, and Instagram content on product purchasing decisions. The method of data collection in this study is by questionnaires and interviews. The data analysis method used in this study is multiple linear regression analysis. The sample size in this study was 105 samples. The results of this study indicate that the Google search engine has a positive and significant effect on consumer purchasing decisions at Santi Palm Florist. Facebook Advertising has a positive and significant effect on consumer purchasing decisions at Santi Palm Florist. Instagram content has a positive and significant effect on consumer purchasing decisions at Santi Palm Florist. Therefore, in the future, Santi Palm Florist should intensify the use of Google search engines, Facebook advertising, and Instagram content as promotional strategies to improve consumer purchasing decisions.

Keywords — Google search engine, Facebook advertising, Instagram content, purchasing decisions.

I. INTRODUCTION

The Internet offers speed, efficiency to exchange information without having to go to a destination. This advantage is one of the driving factors for the development of the internet throughout the world. According to Strauss et al. (2012:45), The internet is an interconnected global network that includes millions of companies, governments, organizations, and private networks. People as consumers who can choose the goods or services they want for 24 hours without time limits and for consumers who are far enough from the location do not need to come directly to buy the desired goods, and this can save time and costs. Companies

are always required to be able to adapt to the changes that occur, including changes in effective promotion methods.

According to Brightstar (2017: 63), the development of digital media advertising in Indonesia is currently growing rapidly. The development of digital media advertising in Indonesia can be said to be quite fast. The development of Indonesia's digital advertising media, which continues to grow, has caused Indonesia itself to provide gifts for advertising agencies or ad makers and also companies that advertise about marketing methods by making attractive advertisements.

According to Putri & Mutia (2020), it is stated that there are several types of digital media advertising that are applied today, namely Google search engines, Facebook advertising, and Instagram content. These types of digital media advertising can provide consumers with making product purchasing decisions. Optimization of a search engine is a series of processes that are carried out in a system that aims to increase the volume and quality of traffic visits through search engines to certain websites by utilizing the working mechanism or algorithm of the search engine. Facebook advertising is a feature offered by Facebook to promote or advertise an account that has previously been created by Facebook users with different reach and can be set by the advertiser. Instagram content is a marketing method and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understandable targeted audience—with the aim of driving profit from every customer action.

The industry that has had positive consumer growth since digital marketing came into existence is the MSME business (Micro, Small and Medium Enterprises). This is because digital marketing in the form of Google search engine, Facebook advertising, and Instagram content is accessible to practically everyone, not specific and with high costs such as banner ads, billboards, radio, and television. Digital marketing is a suitable choice of marketing strategy



to be applied by MSMEs in order to improve their business performance (Giantari et al., 2021; Yasa et al., 2021b). Among the existing forms of digital marketing, the use of social media is the most popular among MSMEs because it is associated with low costs but gives a high value to the achievement of marketing performance (Yasa et al., 2020a; Yasa et al. 2020b; Yasa et al., 2021b)

One of the MSME industries that are currently increasing is the number of businesses in the florist business. Florist is a professional flower trading. This trade includes flower care and handling, floral design or flower arrangement, merchandising, and flower display and delivery. There are so many florist business actors in Denpasar due to the demand from a good market and the convenience of business actors to make this florist business with minimal capital.

The high number of florist business actors in Denpasar City causes intense competition between florist business actors in Denpasar City. This causes digital promotions through Google Search Engines, Facebook advertising, and Instagram content to make it easier for consumers to make purchases at the florist business.

An example of a search page on the Google site on September 16, 2019, can be seen in Figure 1. Based on Figure 1, it can be seen that there are three florists in the top order if someone types the keyword “buy flowers in Denpasar” on the Google search site. This increases the visibility of the florist Melati Flower Shop, Toko Bunga Indah, and Bali Flower Shop and can increase the conversion of purchasing decisions for these floral products.

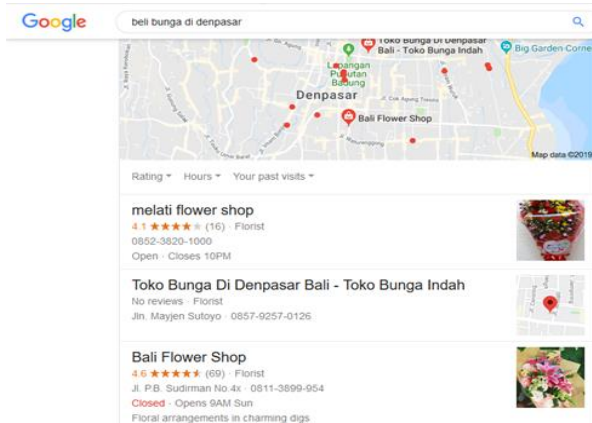


Fig. 1 Google Search on Keywords Buy Flowers In Denpasar

Source: Google.com

In addition to the Google Search Engine, Facebook advertising can be a means of supporting business actors to promote their products widely on the largest social media platforms in the world. Tirtabudi (2016) states that Facebook advertising is a service belonging to the Facebook networking site to advertise and promote a Fan Page. As advertisers, business actors can determine their own reach so that posts with products advertised are right on target

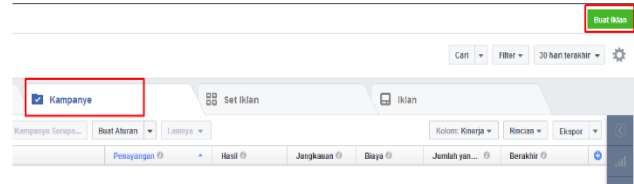


Fig. 2 Facebook Advertising Power Editor

Source: Niagahoster (2017)

After setting up marketing channels through Google search engines and Facebook advertising, the factor that can also increase purchasing decisions for Floris products is product content on Instagram social media. Instagram content can also make consumer decisions about purchasing flower products from the florist. Subsequent research was conducted by Fasihatul (2018), which showed the results that Social media marketing had a positive and significant influence on purchasing decisions. The result that Social media marketing on purchasing decisions is 63.2%, while the remaining 36.8% is influenced by other variables not examined in this study. One of the social marketing used is Instagram. Instagram is indeed able to increase product purchase intentions (Rahmayanti et al., 2017; Mahatmavidya and Yasa, 2021). The following is an example of Instagram content from florist business actors:



Fig. 3 Instagram Florist Content In Denpasar

Source: Instagram

The research gap in this study is where previous studies only discussed the influence of search engines and advertising separately on their influence on purchasing decisions. Previous research that discusses search engine optimization on purchasing decisions is a study by Maula in 2017 entitled The Effect of Search engine optimization, Social Media, and Internet-Based Advertising on Online Purchase Decisions in Students of the Faculty of Economics, Samudra Langsa University. The results of this study explain that, partially, Search engine optimization has a positive effect on online purchasing decisions.

Previous research that discusses Instagram and social media in relation to product purchasing decisions has been carried out by Deka (2018) with the title The Effect of Instagram Content on Consumer Visiting Interest. The results of the study explain that Instagram content has a

positive effect on consumer visiting interest. Based on digital marketing or promotion where there are several factors that consumers need before the purchase decision is made. According to Hasna (2020) states that search engine optimization is an online marketing strategy that aims to display the website owner's website on the first page of search results for the desired selected keywords. The use of Google's strategy as the right search engine can get visits from these sites. Blanckenburg (2018) states that Google Search's role in product search is the importance of Google Search as a means of finding product recommendations. Seventy-six percent of respondents use Google Search Engine for this reason, and 62 percent use shopping sites, such as Amazon.de, as a source of recommendations. When using the Google search engine, Zhao et al. (2019) state that Google Search Engine provides significantly higher quality answers. Google also provides significantly higher quality answers to the where questions than to the who, what, and how questions. The more specific the question, the higher the quality of the answer to the question. According to Ramadhaniati (2021), he explained that Facebook advertising is a feature offered by Facebook to promote or advertise a Fan Page that has previously been created by Facebook users with different reach and can be arranged by the advertiser. Facebook itself is a social networking site with a platform that allows its users to create personal pages, add friends, and send messages. Media content is all forms of content or content in a media in the world of technology that exists today, such as blogs, wikis, discussion forums, chats, tweets, podcasting, pins, digital images, videos, audio files, advertisements to various forms of media content. others that are formed through the creation of online systems or service users, which are often done through a social media site such as Instagram (Rahmah& Wibowo, 2020)

Purchases are consumer decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it (Hoque et al., 2020). In addition, Alalwan (2018) defines consumer decisions as a decision as to the possession of an action from two or more alternative choices. Furthermore, there are other researchers, including Rahmayanti and Rahyuda (2020); Rahmayanti et al. (2021); stated that purchasing decisions are consumer behavior in deciding about product choices or the choice of where to buy after considering many factors, including attitudes, subjective norms, perceived behavior control. Besides these variables as determinants of consumer purchasing decisions, there are other theories, such as the Technology Acceptance Model (TAM), that can influence purchasing decisions or the use of a product (Wida et al., 2016; Nelwan et al., 2021; Yuli and Yasa, 2021;). In this study, what determines the purchase decision is determined by digital promotion factors, which take the form or platform of search engines, Facebook advertising, and Instagram content. Based on the description above, the conceptual framework of this research is as follows:

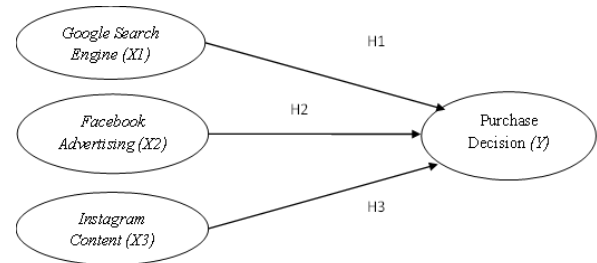


Fig. 4 Research Conceptual Framework

- H1: Google Search engine has a positive and significant effect on purchasing decisions.
- H2: Facebook advertising has a positive and significant effect on purchasing decisions.
- H3: Instagram content has a positive and significant effect on purchasing decisions

II. RESEARCH METHODS

This research was conducted at Santi Palm Florist in Denpasar City. The development of businesses engaged in creative industries such as florists in Denpasar City tends to increase where there are already many florists in Denpasar City who have established an online system regarding promotions on Google search sites, advertisements on Facebook and Instagram, and the creation of photo content that is attractive to potential buyers. The population in this study is Santi Palm Florist Customers in Denpasar City, which can be accessed online. Based on the indicators of this study, 21 indicators were obtained, so there were 105 samples used in this study. The size of the sample is 105. This sample is Santi Palm Florist consumers in Denpasar City who will be given a research questionnaire that discusses purchasing decisions on florists in Denpasar City. The method of data collection in this study is by questionnaires and interviews. The data analysis method used in this study is multiple linear regression analysis.

III. RESULT AND DISCUSSION

Santi Palm Florist is an SME engaged in the sale of fresh flowers that also provides flower vase arrangements, hand flowers, flower decorations to supply to star hotels, restaurants, offices & government. Santi Palm Florist was founded on June 1, 1994, and until now still exists to serve consumers with various flower arrangement innovations. Santi palm florist is located at Jl. HayamWuruk No. 198, Sumerta, Denpasar City. Based on the results of the questionnaires that have been distributed, respondents in this study received information from the internet "Yes" as many as 95 people or 91 percent of the total respondents, while "No" by 10 people or 9 percent of the total respondents, based on gender the most were men, namely 44 people or 42 percent of the total respondents, while women amounted to 61 people or 58 percent of the total respondents. Based on ages 17-27, namely 60 people or 57 percent of the total respondents, ages 28-38 as many as 30 people or 29 percent of the total respondents, ages 39-49 as

many as 15 people or 14 percent of the total respondents, ages which are 50 – 60, i.e., and 61 and above there are no respondents. based on education level, namely high school education level as many as 51 people, which means 49 percent of the total respondents, education level D1/D2/D3 as many as 20 people which means 19 percent of total respondents, D4/S1 level as many as 27 people which means 25 percent of total respondents, the education level of S2 as many as 6 people which means 6 percent of the total respondents and the education level of S3 as many as 1 person which means 1 percent of the total respondents, based on the level of income, namely the level of <Rp 500000 as many as 11 people which means 10 percent of the total respondents, the level of income Rp 500,001 – Rp 2,500,000 as many as 20 people which means 18 percent of the total respondents, the level of Rp 2,500,001 – Rp 4,500,000 as many as 27 people which means 24 percent of the total respondents, income level Rp 4,500,001 – Rp 6,500,000 as many as 16 people which means 15 percent of the total respondents and the income level of Rp. 6,500,001 - Rp. 8,500,000 as many as 11 people, which means 10 percent of the total respondents, and the last is the income level > Rp. 8,500,000 as many as 10 people, which means 9 percent of the total respondents, based on the frequency of purchases, namely once a day as many as 51 people which means 49 percent of the total respondents, the purchase rate several times a week is as much as 20 people which means 19 percent of the total respondents, the rate of Once in a week as many as 27 people which means 25 percent of the total respondents, the rate of purchase Two to three times in one month as many as 7 people which means 6 percent of the total respondents.

In accordance with the results of calculations using the SPSS for the windows program, the multiple linear regression equation is obtained, namely:

Table 1. Multiple Linear Analysis Results Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.980	.977		5.098	.000
	Google Search Engine (X1)	1.137	.570	.660	2.916	.003
	Facebook Ads (X2)	1.181	.519	.719	1.682	.002
	Instagram Content (X3)	1.152	.533	.672	1.568	.003

Source: SPSS Data Processing

based on table 1 obtained the following equation:

$$Y = a + B_1.X_1 + B_2.X_2 + B_3.X_3$$

$$Y = 4.98 + (1,137 X_1) + (1,181 X_2) + (1,152 X_3)$$

The regression equation can be explained as follows:

- 1) B1 = 1.137 means that if the Google search engine increases while Facebook Advertising and Instagram content remain, then consumer purchasing decisions will increase by 1.137 points.
- 2) B2 = 1.181 means that if Facebook Advertising increases while Google search engines and Instagram content remain, then consumer purchasing decisions will increase by 1.181 points.
- 3) B3 = 1.152 means that if Instagram content increases while Google search engines and Facebook Advertising remain, then consumer purchasing decisions will increase by 1.152 points.

Table 2. Determination Test Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 ^a	.697	.482	.231

a. Predictors: (Constant), X1, X2, X3

b. Dependent Variable: Y_Keputusanpembelian

Source: SPSS Data Processing

According to the results of multiple linear regression calculations, the correlation coefficient value (R2) is 0.697. This indicates that there is a very strong positive relationship between 69.7 percent and the contribution of Consumer purchasing decisions (Y) influenced by Google search engines (X1), Facebook Advertising (X2), and Instagram content (X3), while the remaining 30.3 percent are influenced by other factors not examined in this study.

A. The Effect of Google search engine on consumer purchasing decisions at Santi Palm Florist Denpasar

Based on SPSS data processing, the t-count is 2.916. And the t-table is 0.67801. Based on Tablet, the value of X1 is greater than Tablet (2.916 > 0.67801). The results of the test values show that it can be seen with statistics that the drop test on H0 is rejected, and H1 is accepted for the first hypothesis. This states the acceptance of the hypothesis that there is a positive and significant influence between Google search engines on consumer purchasing decisions at Santi Palm Florist. The results of this study are

in accordance with Hasna (2020), Triwardhani (2020), Lee et al. (2020), Leong (2018), which states that there is a positive and significant influence of SEO on consumer purchasing decisions through e-commerce and social media. This is also supported by the results of interviews that have been conducted.

Based on the results of interviews with respondents, some respondents stated that it was very easy to find Santi Palm Florist on Google Search Engine. When consumers want to buy a bouquet of flowers and search for it on the Google search engine with the keyword "florist near here", then Santi Palm Florist appears on the first page with a large number of good reviews. This is supported by the ease of getting information about Santi Palm Florist such as store addresses, websites, and social media easily on Google Search Engine. This makes consumers make purchases at Santi Palm Florist.

B. The Effect of Facebook Advertising on Consumer Purchase Decisions at Santi Palm Florist Denpasar

Based on SPSS data processing, the t-count is 1.682, and the t-table is 0.67801. Based on the test value, it can be seen statistically that the drop test on the rejection of H0 is rejected, and H2 is accepted for the second hypothesis. This states the acceptance of the hypothesis that there is a positive and significant influence between Facebook advertising on consumer purchasing decisions at Santi Palm Florist Denpasar. The results of this study are in accordance with research from Ramadhaniati (2021), Saputra et al. (2020), Hasna (2020); Norrahmiati (2020); Julianto (2017), which states that Facebook ads have an important role in influencing consumer purchasing decisions online. This is also supported by the results of interviews that have been conducted, and Facebook is a medium for distributing product information to consumers (Yasa et al., 2021a).

Based on the results of interviews with respondents where respondents stated that they often saw Santi Palm Florist advertisements appearing on social media Facebook. In addition, the results of interviews with consumers explained that the Santi Palm Florist advertisement on Facebook had attracted the attention of potential consumers, and the Santi Palm Florist advertisement on Facebook social media contained complete information so that consumers were interested in purchasing a bouquet of flowers at Santi Palm Florist. The products advertised by Santi Palm Florist are relevant to the demographics of potential consumers so that consumers repeat orders for flower bouquets at Santi Palm Florist.

C. The Effect of Instagram Content on Consumer Purchase Decisions at Santi Palm Florist Denpasar

Based on SPSS data processing, the t-count is 1.568, and the t-table is 0.67801. Based on Tablet, the value of X3 is greater than Tablet ($1.568 > 0.67801$). The results of the test values show that it can be seen with statistics that the

drop test on the rejection of H0 is rejected, and H3 is accepted for the third hypothesis. This states the acceptance of the hypothesis that there is a positive and significant influence between Instagram content on consumer purchasing decisions at Santi Palm Florist. The results of this study are in accordance with research conducted by Zafar et al. (2019); Alalwan (2018); Sawaftah et al. (2020); Maryhofer et al. (2020), which states the influence of Instagram content and other social media content in influencing consumer purchasing decisions. This is also supported by the results of interviews that have been conducted. Based on the results of the interview, it can be seen that photos from Santi Palm Florist's Instagram content are attractive so that consumers are interested in making purchases at Santi Palm Florist. Several respondents also mentioned that Santi Palm Florist had given a good impression of the content presented. Santi Palm Florist also responds to consumers' content with a very fast response. This makes consumers recommend Santi Palm Florist to their friends.

VI. CONCLUSION

The search engine has a positive and significant effect on consumer purchasing decisions at Santi Palm Florist. Facebook Advertising has a positive and significant effect on consumer purchasing decisions at Santi Palm Florist. Instagram content has a positive and significant effect on consumer purchasing decisions at Santi Palm Florist. Based on the limitations contained in this study, the researcher proposes suggestions, among others, leaders at Santi Palm Florist should further improve the quality of Google search engines with changes in the Google algorithm that are constantly changing because Google search engines and consumers will influence consumer purchasing decisions at Santi Palm Florist. Santi Palm Florist Denpasar should pay more attention to Facebook Advertising which continues to follow the times and consumer demographics because Facebook Advertising has a positive effect on consumer purchasing decisions. Santi Palm Florist can work with influencers on social media Instagram because content from Instagram can influence consumer purchasing decisions.

REFERENCES

- [1] Alalwan, A. A., Investigating The Impact Of Social Media Advertising Features On Customer Purchase Intention. *International Journal of Information Management*, 42 (2018) 65-77.
- [2] Brightstars. How Digital Media Advertising Is Developing Today., (2017). <http://www.Brightstars.Co.Id/Blog/How-Advertising-Digital-Media-Developing-Currently/>
- [3] Christina Yuli and Yasa, N.N.K., Application of the theory of planned behavior to study online booking behavior, *International Journal of Data and Network Science*, 5 (3) (2021).
- [4] Deka, CahyaFebbyana., The Effect of Instagram Content on Consumer Visiting Interests. Essay. Faculty of Social and Political Sciences, Sebelas Maret University, Surakarta. <http://Www.Jurnalkommas.Com/Docs/Jurnal%20d0213031.Pdf>, (2018).

- [5] Fasihatul Muslimah., The Effect of Instagram Social Media Marketing on Purchase Decisions for Fashion Products in an Islamic View. Essay. Faculty of Economics and Islamic Business. Raden Intan State Islamic University Lampung., (2018).
- [6] Giantari, IGAK, Yasa, N.N.K., Suprasto, BH, Rahmayanti, P.L.D., The Role of Digital Marketing to Improve MSME Business Performance in the Covid-19 Pandemic Era, Edition I, Media Sains Indonesia, Bandung., (2021).
- [7] Hasna, F., Analysis of the Effectiveness of Google search engines (Seo) and Facebook Ads in Increasing Tourism Website Visitors (Study on the Wisato Website on the Www. Wisato. Id Site) (Doctoral Dissertation, Universitas Brawijaya), (2020).
- [8] Julianto, R. B., The Influence Of Facebook Advertising On Purchase Intention (Doctoral Dissertation, President University), (2017).
- [9] Lee, Y. I., Phua, J., & Wu, T. Y., Marketing A Health Brand On Facebook: Effects Of Reaction Icons And User Comments On Brand Attitude, Trust, Purchase Intention, And EwomIntention. *Health Marketing Quarterly*, 37(2) (2020) 138-154.
- [10] Leong, L. Y., Jaafar, N. I., & Ainin, S., The Effects Of Facebook Browsing And Usage Intensity On Impulse Purchase In F-Commerce. *Computers In Human Behavior*, 78 (2018) 160-173. Mahatmavidya, P.A. and Yasa, N.N.K., Advertising Value Of Instagram Stories And The Effect On Millennial's Attitude, *Russian Journal of Agricultural And Socio-Economic Science*, 3(99) (2020).
- [11] Maula, Ziaul., The Effect of Google search engines, social media, and internet-based advertising on online purchasing decisions for students at the Faculty of Economics, Universitas Samudra Langsa. Thesis. University of North Sumatra., (2017).
[Http://Repository.Usu.Ac.Id/Handle/123456789/6886](http://Repository.Usu.Ac.Id/Handle/123456789/6886)
- [12] Maryhofer, M., Matthes, J., Einwiller, S., & Naderer, B., User-Generated Content Presenting Brands On Social Media Increases Young Adults' Purchase Intention. *International Journal Of Advertising*, 39(1) (2020) 166-186.
- [13] Nelwan, Jeffry ZC, Yasa, NNN, Sukaatmadja IPG, and Ekawati, NW., Antecedent behavior and its implication on the intention to reuse the internet banking and mobile services, *International Journal of Data and Network Science*, 5(3) (2021).
- [14] Norrahmiati, N., Enhance Sales Performance With Facebook Advertising In Smes Agribusiness Sector. *Jwm (Journal of Management Insights)*, 8(2) (2020) 180-195.
- [15] Putri, D. E., & Mutia, F., Social Media Literacy in State University Librarians. *Lentera Pustaka: Journal of Library, Information and Archives Studies*, 6(2) (2020) 145-158.
<https://doi.org/10.14710/Lenpust.V6i2.32351>
- [16] Rahmah, N. F., & Wibowo, S., The Effect of Instagram and Facebook Social Media Promotion on Tourist Visiting Decisions at Gunung Papandayan Natural Tourism Park in 2020. *Eproceedings Of Applied Science*, 6(2) (2020).
- [17] Rahmayanti, PLD, Ekawati, NW, Kusumadewi, NMW., The Effect Of Hedonic Value And Social Value On Stickiness Of Instagram Users: The Mediating Role Of Trust, *International Journal Of Management And Commerce Innovations*, 6 (6) (2017) 23-33
- [18] Rahmayanti, PLD, and Rahyuda, Ketut, The Role Of Trust In Mediating The Effect Of Perceived Risk And Subjective Norm On Continuous Usage Intention On Gopay Users In Denpasar, *Russian Journal Of Agricultural And Socio-Economic Science*, 12 (108) (2020) 69-80.
- [19] Rahmayanti, PLD, I Widagda, Yasa, NNN, Giantari, IGAK, Martaleni, Sakti, Buana, Suwito, Anggreni, Putri, Integration of Technology Acceptance Model and Theory of Reasoned Action in Pre-Dicting E-Wallet Continuous Usage Intentions , *International Journal Of Data And Network Science*, 5(4) (2021) 649-658
- [20] Ramadhaniati, C. The Influence of Unique Selling Proposition Strategy, E-Wom and Facebook Ads on Purchase Decisions of Modern Coffee Drinks Harvies Coffee Banda Aceh (Doctoral Dissertation), (2021). Saputra, M., Analianasari, A., & Trisnanto, T. B. Pengaruh Pengunjung Iklan Facebook Ads Terhadap Penjualan Produk Ice Yoghurt Di Sentul Fresh Indonesia. *Karya Ilmiah Mahasiswa*, (2020).
- [21] Sawaftah, D., Calicioglu, C., & Awadallah, R. The Relationship Between Viral Marketing And Consumer Purchase Intention, The Moderator Role Of Brand Image And Age: Evidence From Smartphone Users In North Cyprus. *Management Science Letters*, 10 (6) (2020) 1307-1320.
- [22] Strauss, Judy Dan Frost, Raymond. (2012). *E-Marketing International Edition 6*. London: Pearson
- [23] Tirtabudi, Karen Kartika., Thesis. The Application Of Facebook Pages As A Promotional Tool In Burgundy Dine & Wine. Hospitality Department Hotel Administration Study Program. Bandung, (2016).
- [24] Triwardhani, D., The Influence of Digital Promotion on Online Advertising Agency Purchasing Decisions. *Jbmi (Journal of Business, Management, and Informatics)*, 16 (3) (2020) 284-296.
- [25] Wida, PAMW, Yasa, N.N.K., and Sukaatmadja, IPG, Application of TAM Model (Technology Acceptance Model) on Instagram User Behavior, *Maharaswati Journal of Management Science*, 6 (2) (2016) 101.
- [26] Yasa, NNN, Adnyani, IGA Dewi, Laksmi, PLD, The Influence Of Social Media Usage On The Perceived Business Value and Its Impact On Business Performance of Silver Craft SMEs in Celuk Village, Gianyar - Bali, *Academy of Strategic Management Journal* , 19 (1) (2020a) 1-12
- [27] Yasa, NNN, Rahyuda, Henny, Adnyani, IGA Dewi, Wijaya, Putu Yudi, Rahmayanti, Putu Laksmi Dewi, The effect of competitive intensity and management support on social media adoption and its impact on business performance of the culinary SMEs in Bali Province, Indonesia, *Espacios*, 41 (19) (2020b).
- [28] Yasa, N.N.K., Rahmayanti, PL.D., Witarsana, AryWira, Martaleni, Continuous usage intention of social media as an online information distribution channel, *Journal of Distribution Science*, 19 (5) (2021a).
- [29] Yasa, NNN, Giantari, IGAK, Sukaatmadja, IPG, Sukawati, Tjokorda Raka Gde, Ekawati, Ni Wayan, Nurcaya, Nyoman, Rahanata, Gede Bayu, Elik, Umbara, The role of relational and informational capabilities in mediating the effect of social media adoption on business performance in fashion industry, *International Journal of Data and Network Science*, 5 (4) (2021b).
- [30] Zafar, A. U., Qiu, J., Li, Y., Wang, J., & Shahzad, M., The Impact Of Social Media Celebrities' Posts And Contextual Interactions On Impulse Buying In Social Commerce. *Computers In Human Behavior*, (2019) 106178.