
Promotion on Instagram and Institution Image on Course Decisions through Course Interest with Perceived Value as Moderator Variable (Study on Course Institution Students in the “Kampung Inggris” Area of Pare Kediri)

Braem Abraham Killa¹⁾, Ery Tri Djatmika²⁾, Wening Patmi Rahayu³⁾

^{1,2,3)}Departement of Managements, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

*Corresponding Author

Email : braemkilla13@gmail.com

Abstract

This study aims to determine how much influence promotion on Instagram and the image of the institution have on the decision to take a course through interest in taking a course with perceived value as a moderating variable. This research is a quantitative research using the software program SmartPLS version 3.2.9. The population in this study is a course institution in the “Kampung Inggris” of Pare, Kediri. The sample in this study were 385 respondents. The data was collected using a questionnaire, then the data was analyzed using descriptive statistical analysis and partial least squares (PLS). The results showed that: 1) Promotion on Instagram had a positive and significant effect on interest in taking courses. The value of the promotion variable on Instagram on interest in joining courses with a path coefficient of 0,031 and t statistic of 5.197 the value is greater than t table (1.960) or $p \leq 0,05$; 2) The image of the institution has a positive and significant effect on interest in taking courses. The value of the institutional image variable on interest in attending the courses with a path coefficient of 0,605 and t statistic of 11.675 the value is greater than t table (1.960) or $p \leq 0,05$; 3) Promotion on Instagram has a positive and significant effect on the decision to take a course. The value of the promotion variable on Instagram on the decision to take a courses with a path coefficient of 0,268 and t statistic of 5.753 the value is greater than t table (1.960) or $p \leq 0,05$; 4) The image of the institution has a positive and significant effect on the decision to take the course. The value of the institutional image variable on the decision to take the courses with a path coefficient of 0,166 and t statistic of 2.810 the value is greater than t table (1.960) or $p \leq 0,05$; 5) Interest in attending the course has a positive and significant effect on the decision to take the course. The value of the variable interest in attending on the decision to take the courses with a path coefficient of 0,215 and t statistic of 4.041 the value is greater than t table (1.960) or $p \leq 0,05$; 6) Promotion on Instagram has a positive and significant indirect effect on decisions to take courses with interest in taking courses. Promotion on Instagram towards the decision to take a course through course interest in 0,065 and the t statistic of 2.931 the value is greater than t table (1.960) or $\leq 0,05$; 7) Perceived value has a positive and significant effect on the decision to take the course. Perceived value has an influence on the decision to take the course with a path coefficient of 0.327 and a t statistic of 6.633 which is greater than t table (1.960) and a significance or $p < 0.05$; 8) The image of the institution has a positive and significant indirect effect on the decision to take a course with an interest in attending the course. the influence of the institution's image on the decision to take a course through course interest is 0.130 and the t statistic is 4.052, the value is greater than t table (1.960) or $p \leq 0.05$; 9) Perceived value positively moderates the influence of Promotions on Instagram on the decision to take courses. Perceived value has an influence in moderating promotions on Instagram on the decision to take a course with a path coefficient of 0.153 and a t statistic of 2.951 which is greater than t table (1.960) and a significance or $p < 0.05$; 10) Perceived value positively moderates the effect of interest in attending the course on the decision to take the course. Perceived value has an influence in moderating interest in attending a course on the decision to take a course with a path coefficient of 0.122 and a t statistic of 1.783 greater than t table (1.960) and significance or $p < 0.05$; 11) Perceived value positively moderates the influence of the institution's image on the decision to take the course. Perceived value has an influence in moderating the image of the institution on the decision to take the course with a path coefficient of -0.156 and a t statistic of 2.552 greater than t table (1.960) and significance or $p < 0.05$. Based on the results of the research above, suggestions can be given, namely to deepen and expand this research, both in terms of variables and research methods.

Keywords: Promotion on Instagram, Image of The Institution, Interest in Taking Courses, Decisions to Take Courses, Perceived Value

INTRODUCTION

At this time a company or institution engaged in the sale of services or goods is very dependent on the internet, to market products, services, and goods to be offered through information and communication technology. The internet is very useful for connecting directly and very easily between companies/institutions and consumers. (Hermawan, 2012). Explaining that with low costs and rapid dissemination of information, it is expected to increase sales so that they can achieve the targeted turnover. The development of the internet cannot be separated from the phenomenon of social media which is increasingly being used by people and companies in influencing the business world. One of the many social media used, Instagram is the most popular social media today, which is an application that is accessed by all people, especially millennials to be able to post photos or videos and publish them. The potential reach of advertisements through Instagram reaches 1.39 billion audiences in October 2021. This potential covers 22.7% of the total population aged 13 years and over. India is the country with the largest reach of Instagram ads in the world, with 201.1 million viewers. After that, there are the United States and Brazil with advertising reach reaching 157.1 million audiences and 114.9 million audiences. Indonesia occupies the fourth position with the largest reach of Instagram ads in the world. Instagram ads in the country can reach 94.2 million audiences. Russia is below Indonesia with an Instagram ad reach of 60.1 million audiences. Then, Instagram ads in Turkey and Japan can reach 49 million audiences and 48.7 million viewers, respectively. Instagram ads in Mexico and the UK can reach 36.3 million audiences and 28.2 million audiences, respectively. Meanwhile, the reach of Instagram ads in Germany is 27.7 million viewers (*We are social*, 2021). Instagram was originally introduced as a smartphone photo-sharing application to take photos and share them after applying various filters on social media channels such as Facebook, Twitter, Tumblr, and Flickr. (Benjamin, 2012). One of the social media that is widely used as a marketing medium is Instagram. As an image and location-sharing platform, Instagram offers intimate visual access to events, experiences, and situations in a mobile and contextual way (McCosker et al., 2021).

The decision to take an intensive English learning program through an English course institution is not only seen from the quality of learning or programs offered by the course institution but also the economic ability of prospective students or their families. The student's economic ability will influence the decision to take or buy the intensive programs offered by English language courses. In the last two decades, the implementation of English language courses and tutoring has been carried out by various educational institutions through varied programs and according to the needs of the community. (Ferdiansyah, 2013). The proliferation of English language course institutions and programs encourages the enactment of licensing policies regulated by law (Soekarnoputri, 2003) which confirms that courses as non-formal education units must obtain legalization permits from the government or local governments.

Language is one of the most important communication tools at this time and is always used in society. There are various languages used in communication, one of which is English. In today's world of education, English is the most prominent language and is almost certainly learned even since elementary school. One of the places where students can develop their ability to speak English is in the "Kampung Inggris" of Pare Kediri. The "Kampung Inggris" is located in the Tulungrejo Village area, including the administrative area of Pare District, Kediri Regency, East Java. The participants who often attend courses come from almost all islands in Indonesia, even from outside Indonesia such as Thailand, some even come to take courses in Pare Kediri. The participants' areas of origin include Central Java, West Java, Jakarta, Lombok Island, Maluku, and others. They come to Tulungrejo Village or "Kampung Inggris"

specifically to learn English. Most of the participants are fresh graduates from high school or undergraduate degrees. Participants who graduate from high school generally take English language courses to prepare themselves to continue their education to the college level or to find work. They delay continuing formal education due to intentional factors or not passing the selection for new student admissions to universities. One year of free time is used to learn English. While the participants with the status of graduating bachelor's degree generally reasoned while looking for work, they were learning English. In addition to fresh graduates, many course participants are still students or students. They come to the "English Village" during the semester break.

Almost every year many new institutions appear, and each institution has its characteristics whether it is in indoor/outdoor learning activities, or practice with residents and outside the region. They create an image of an institution that makes a difference from other institutions. So that consumers have many choices where to study. Then consumers will consider anything so as not to make the wrong choice so that they feel satisfied and it is not impossible to come back to the "Kampung Inggris" again. So various factors influence consumer decisions in choosing a course institution that suits what they want (Ruhamak, 2016).

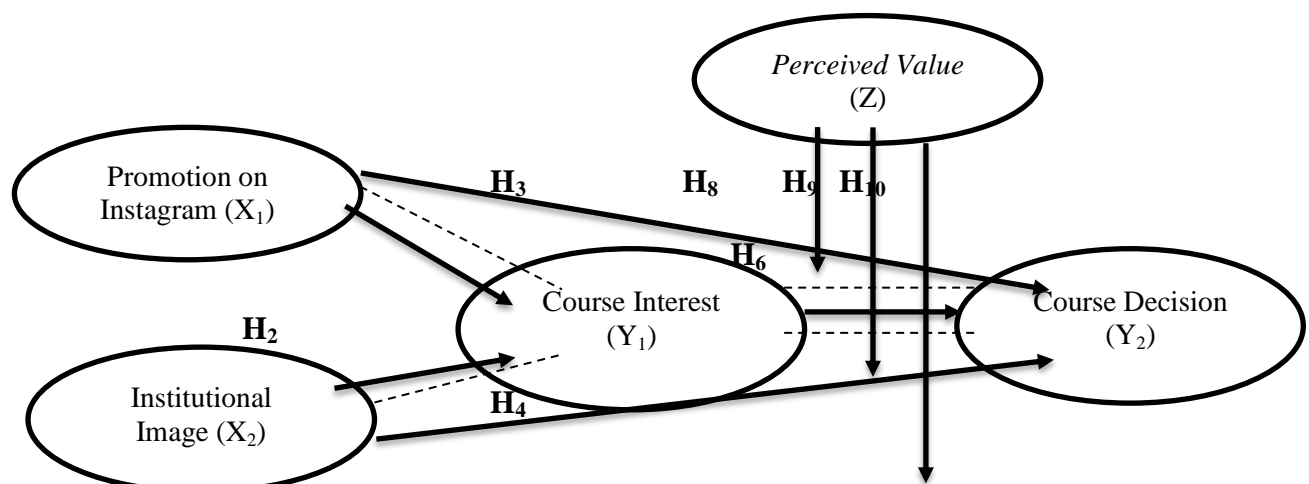


Figure 1. Research Design

Research Hypothesis

The hypothesis of this study is as follows:

1. Ha1: Promotion on Instagram has a positive and significant effect on course interest.
2. Ha2: The image of the institution has a positive and significant effect on course interest.
3. Ha3: Promotion on Instagram has a positive and significant effect on course decisions.
4. Ha4: The image of the institution has a positive and significant effect on course decisions.
5. Ha5: Course interest has a positive and significant effect on course decisions.
6. Ha6: Promotion on Instagram has an indirect effect on course decisions through coursework.
7. Ha7: The image of the institution has an indirect effect on course decisions through:
8. Ha8: Perceived value has a positive and significant effect on the decision to follow the course.
9. Ha9: Interaction of promotions on Instagram and perceived value on the decision to follow the course.
10. Ha10: Interaction of interest in following the course and perceived value of the decision to follow the course.
11. Ha11: Interaction of institutional image and perceived value on the decision to take the course.

RESEARCH METHODS

This research is descriptive and explanatory research with a quantitative approach. The population in this study is a course institution located in the “Kampung Inggris” of Pare Kediri. Meanwhile, the technique for taking samples in this study used a proportional random sampling technique because each subject in the population had the same opportunity to be selected as a sample using a sample size calculator so 385 respondents were obtained. The data analysis technique used SEM PLS. The instrument in this research is using a questionnaire or questionnaire. Neolaka (2016: 112) states that "instruments are measuring tools, tools used in collecting research data". There are 5 variables in this study, namely promotion on Instagram (X1), institutional image (X2), interest in attending courses (Y1), the decision to take courses (Y2), and perceived value (Z).

RESULTS AND DISCUSSION

Result

The largest number of respondents came from women as many as 210 respondents aged 21-25 years, and the largest institution in this study was the Global English Institute with 58 respondents. This shows that consumers who come from the age group of 21-25 years have a high level of interest in taking courses and they seek as much information as possible through Instagram Social Media when they want to buy products at the course institution in Pare, Kediri.

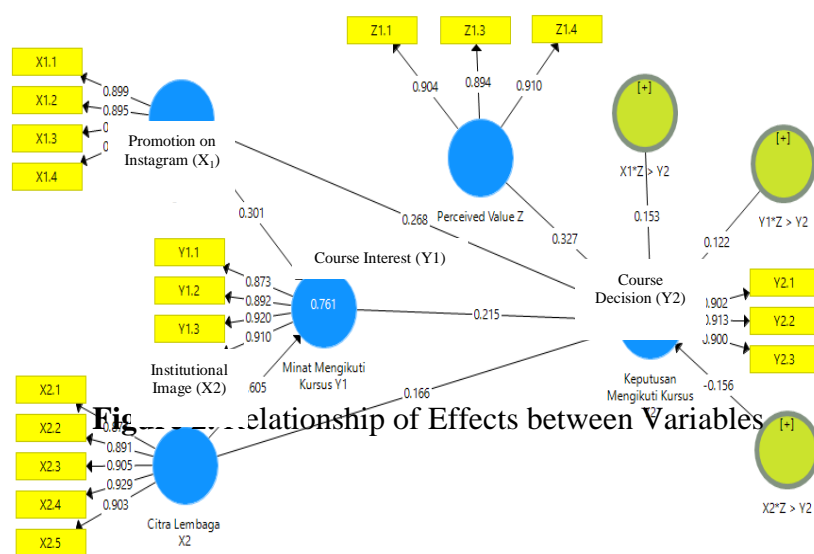


Table 1. Direct and Indirect Effects between Variables

Relationships Between Variables	Direct Effects	Indirect Effects	t count	t table	Significance Value	Explanation
X1 → Y1	0.301		5.197	1,960	0.000	H1 Accepted
X2 → Y1	0.605		11.675	1,960	0.000	H2 Accepted
X1 → Y2	0.268		5.753	1,960	0.000	H3 Accepted

X2 → Y2	0.166	2.810	1,960	0.003	H4 Accepted
Y1 → Y2	0.215	4.041	1,960	0.000	H5 Accepted
X1 → Y1 → Y2	0,065	2.931	1,960	0.002	H6 Accepted
X2 → Y1 → Y2	0,130	4.052	1,960	0.000	H7 Accepted
Z → Y2	0.327	6.633	1,960	0.000	H8 Accepted
X1*Z → Y2	0.153	2.951	1,960	0.002	H9 Accepted
Y1*Z → Y2	0.122	1.783	1,960	0.038	H10 Accepted
X2* → Y2	-0.156	2.552	1,960	0.005	H11 Accepted

In the test of the direct effect of promotion on Instagram on interest in attending the course, the variable X1 against the Y1 variable is obtained with a value of $t_{count} 5.197 > t_{table} = 1.97$ so that it confirms that $t_{count} > t_{table}$ and sig value. $0.000 < 0.05$ and it can be concluded that the promotion variable on Instagram has a direct and positive significant effect on interest in attending the course, so H1 is accepted. In the test of the direct influence of the institution's image on the interest in participating in the course, it was found that the variable X2 against the Y1 variable with a value of $t_{count} 11,675 > t_{table} = 1.97$ so that it confirms that $t_{count} > t_{table}$ and sig value. $0.000 < 0.05$ and it can be concluded that the variable image of the institution has a direct and positive significant effect on interest in attending the course, so H2 is accepted.

In the test of the direct effect of promotion on Instagram on the decision to take the course, the variable X1 against the Y2 variable is obtained with a t_{count} of $5.753 > t_{table} = 1.97$ so that it confirms that $t_{count} > t_{table}$ and the value of sig. $0.000 < 0.05$ and it can be concluded that the promotion variable on Instagram has a direct and positive significant effect on the decision to take the course, so H3 is accepted. In the test of the direct influence of the institution's image on the decision to take the course, it was found that the variable X2 against the Y2 variable with a value of $t_{count} 2.810 > t_{table} = 1.97$ so that it confirms that $t_{count} > t_{table}$ and sig value. $0.003 < 0.05$ and it can be concluded that the variable image of the institution has a direct and positive significant effect on the decision to take the course, so H4 is accepted.

In the test of the direct effect of interest in attending the course on the decision to take the course, the variable Y1 is obtained against the Y2 variable with a value of $t_{count} 4.041 > t_{table} = 1.97$ so that it confirms that $t_{count} > t_{table}$ and sig value. $0.000 < 0.05$ and it can be concluded that the variable of interest in attending the course has a direct and positive significant effect on the decision to take the course, so H5 is accepted. Based on the calculation of indirect influence, the t value is 2,931, so the t value obtained is $t_{count} > t_{table}$, which is $2,931 > 1.967$, proving that interest in attending the course can mediate the relationship between the influence of promotion on Instagram on the decision to take the course, so H6 is accepted. Based on the calculation of indirect influence, t is 4.052, so the t value obtained is $t_{count} > t_{table}$, which is $4.052 > 1.967$, proving that interest in attending the course can mediate the relationship between the influence of the institution's image on the decision to take the course, so H7 is accepted.

In the test of the direct effect of perceived value on the decision to take the course, the variable Z on the Y2 variable is obtained with a t_{count} of $6.633 > t_{table} = 1.97$ so that it confirms that $t_{count} > t_{table}$ and the value of sig. $0.000 < 0.05$ and it can be concluded that the perceived value variable has a direct and positive significant effect on the decision to take the course, so H8 is accepted. Based on the calculation of the moderation test above, it is obtained that t is 2,951, so the t value obtained is $t_{count} > t_{table}$, which is $2,951 > 1.967$, proving that perceived value can moderate the relationship between the influence of promotion on Instagram on the decision to take the course, so H9 is accepted. Based on the calculation of the moderation test above, it is obtained that t is 1.783, so the t-value obtained is $t_{count} > t_{table}$, i.e. $1.783 > 1.967$, proving that perceived value can moderate the relationship between the influence of interest in

attending the course on the decision to take the course, so H10 is accepted. Based on the calculation of the moderation test above, it is obtained that t is 2.552, so the t value obtained is $t_{count} > t_{table}$, which is $2.552 > 1.967$, which proves that the perceived value can moderate the relationship between the influence of the institution's image on the decision to take the course, so H11 is accepted.

Discussion

In the first hypothesis, promotion on Instagram has a positive and significant effect on the decision to take the course. This can be interpreted, as the higher the promotion on Instagram, the more interest in taking courses will increase. Thus this research supports previous research (Edison & Restuti, 2014). The results of the study show that the Instagram social media variable shows that creatively packaged photo communication is one of the factors that are quite important in attracting consumers' attention to tourist destinations. The Instagram social media application that features photo or image sharing has proven to have a strong correlation in influencing consumer buying interest. This is in line with research conducted Annisa & Pamungkas (2021), The results of the study show that there is a significant relationship between promotion and the interest of students in participating in barista training at the Job Training Center (Balai Latihan Kerja (BLK) Padang.

In the second hypothesis, the image of the institution has a positive and significant effect on interest in joining the course. This means that the higher the image of the institution, it tends to increase interest in taking courses. Thus, this research supports previous research (Ruhamak & Rahayu, 2017). The results show that brand image has a positive effect on purchase intention. This shows that the better the brand image of DEC, the better the response of students to purchase intention even though few students are reluctant to try again because they want to try elsewhere. Previous research by Ronald Maraden Parlindungan Silalahi, et al., (2021), brand image has an impact on decision behavior. The highest form of brand image is the ability of the teachers where the chosen course is well known and the teaching materials/curriculum where the chosen course is well known. Previous research (Djatkiko, T., & Pradana, 2016) brand image has a positive and significant effect on purchase decisions. Research is also in line with research (Cahyani, et., al, 2017) that brand image has a big role in shaping consumer purchasing decisions at Avoskin. The results of this study indicate that the image of the product maker, the image of the user, and the image of the product itself can increase the level of consumer purchasing decisions on Avoskin.

In the third hypothesis, promotion on Instagram has a positive and significant effect on the decision to take the course. This means that the higher the promotion on Instagram, the more likely it is to increase the decision to take the course. Thus, this research supports previous research Nugroho (2018), the results in this study indicate that the promotion of air Asia Indonesia ticket sales through the @airasia_indo Instagram account has a positive and significant effect on purchasing decisions. Previous research conducted by Dewi (2018), also has the same research results where online advertising through Instagram which is assessed from the attitude towards the advertising factor, ad recall, and click-through rates has a simultaneous and partial influence on purchasing decisions. While the research was conducted (Siti, 2016). The results showed that promotion through social media had a positive and significant effect on purchasing decisions at Bontacos.

In the fourth hypothesis, the image of the institution has a positive and significant effect on the decision to take the course. This means that the higher the image of the institution, it tends to improve the decision to take the course. Thus, this research supports previous research Prasetya (2014), the results of this study indicate that brand image has a significant effect on purchasing decisions. A good brand image encourages many consumers to buy a product. The

same is the case with the Honda brand. The Honda brand is classified as having a good brand image in the minds of consumers. So many consumers buy this product because of a good brand image. In research conducted by Huda (2020), It was found that all brand image variables (corporate image, user image, and product image) affected purchasing decisions for Yamaha scooters, and the more dominant variable was product image.

In the fifth hypothesis, interest in taking a course has a positive and significant effect on the decision to take a course. This means that the higher the interest in attending the course, the more likely it is to increase the decision to take the course. Thus, this research supports previous research (Ruhamak & Syai'dah, 2018). The results of the study show that consumer interest has a significant effect on consumer decisions, this shows that interest contains elements of motive and attention, this is followed by feelings of pleasure and a tendency to look for the object that is liked. Previous research by Septifani et al., (2014), this study shows that the higher the buying interest, the higher the purchase decision will be. In this case, buying interest has a positive effect on purchasing decisions for tea drinks in RGB packaging. The results of this study indicate that interest is a very important factor in the consumer decision-making process to buy tea drinks in RGB packaging.

In the sixth hypothesis, there is a positive and significant indirect effect between promotions on Instagram on decisions to take courses through an interest in taking courses. This research supports previous research (Tjiptono, 2015) states that promotion is one of the determining factors for the success of a marketing program. In this case, Bontacos uses social media as promotional media because it is considered very effective and efficient, and the increasing number of social media users continues to increase every year making information shared on social media continue to spread more widely.

In the seventh hypothesis, there is a positive and significant indirect effect between the image of the institution on the decision to take the course through an interest in attending the course. This research supports previous research Julaika (2010) concluded that the corporate image variable has a positive and significant influence on consumer purchasing decisions. Thus it takes special attention to the formation of corporate image in creating customer satisfaction and customer loyalty to the company. Research conducted by Putra, et., al (2015), it was found that the corporate image variable had a significant influence on the visit decision, which means the better the image of PT. Selecta will have an impact on increasing tourist visits to PT. Selecta. Previous research by Prasetya (2014), The results of this study indicates that brand image has a significant effect on purchasing decisions. A good brand image encourages many consumers to buy a product. The same is the case with the Honda brand. The Honda brand is classified as having a good brand image in the minds of consumers. So many consumers buy this product because of its good brand image. This supports previous research (Suhaily, L., & Darmoyo, 2017) that brand image has a positive and significant indirect effect on purchase decisions through e-trust. Brand image is a determinant that can affect consumers' subjective perceptions in making purchasing decisions. The better the brand image, the more positive the attitude toward the product to be purchased. There is trust is built when customers have confidence in a product and product image and brand image so that this can trigger a purchase decision.

In the eighth hypothesis, perceived value has a positive and significant effect on the decision to take the course. This means that the higher the perceived value, the more likely it is to increase the decision to take the course. Thus, this research supports previous research Mranani & Lastianti (2022), the results of this study indicate that perceived value does not have a direct and significant effect on purchase intention, which explains that the lower the perceived value obtained, the lower the purchase intention. Customer value is the difference

between the value obtained by customers by owning and using a product and the costs incurred to obtain it. Customer perceived value or customer perceived value is the difference between the prospective customer's assessment of all the benefits and costs of an offer against the alternatives. The customer's perceived value is based on the difference between what the customer gets and what he or she gives up for the different possible choices. The customer gets the benefit and bears the cost. Marketers can increase the value of customer offerings through some combination of increasing economic, functional, or emotional benefits or reducing one type of cost.

In the ninth hypothesis, perceived value can moderate the relationship between the influence of promotion on Instagram on the decision to take the course. Thus, this research supports previous research Mranani & Lastianti (2022), The results of this study indicate that perceived value does not have a direct and significant effect on purchase intention, which explains that the lower the perceived value obtained, the lower the purchase intention. Customer value is the difference between the value obtained by customers by owning and using a product and the costs incurred to obtain it.

In the tenth hypothesis, perceived value can moderate the effect of interest in attending a course on the decision to take a course. Thus this research supports previous research (Edison & Restuti, 2014). The perceived value variable has a positive and significant effect on consumer interest in buying BULOG commercial imported rice. The impetus for an interest in buying rice will be higher if consumers feel a higher value compared to the sacrifices incurred to buy the rice.

In the eleventh hypothesis, perceived value can moderate the relationship between the influences of the institution's image on the decision to take the course. Thus this research supports previous research by previous (Melisa et al., 2020). The results show that the company's image has a direct but not significant effect on purchasing decisions and indirectly has a significant effect on purchasing decisions through perceived value for millennials who use Garuda Indonesia airline, it can be concluded that the direct influence of company image on purchasing decisions is not significant. There is a positive and significant indirect influence between the company's image on purchasing decisions through perceived value. Companies need to know what the consumer attribute hierarchy is in making purchasing decisions so that companies understand the different competitive forces and how these differences are formed. Consumers have the considerations that they have set before deciding to make a purchase. Differences in the attributes used such as price/type/brand in the consideration of decision making are segments formed by consumers where each segment has different preferences. Price dominant is still the segment that millennials choose as a consideration in making purchasing decisions even though the company has a good image.

CONCLUSION

Based on the results of the tests carried out, several conclusions can be drawn, as follows: Promotion on Instagram has a positive and significant effect on interest in taking courses. This shows that the better the promotion on Instagram, the more interest in taking courses. The image of the institution has a positive and significant effect on interest in joining the course. This shows that the better the influence of the institution's image, the better the interest in attending the course. Promotion on Instagram has a positive and significant effect on the decision to take a course. This shows that the better the promotion on Instagram, the higher the decision to take the course. The image of the institution has a positive and significant effect

on the decision to take the course. This shows that the better the influence of the institution's image, the better the decision to take the course. Interest in attending the course has a positive and significant effect on the decision to take the course. This shows that the better the influence of interest in attending the course, the better the decision to take the course. Promotion on Instagram has a positive and significant indirect effect on the decision to take courses with interest in taking courses. This means that interest in taking courses can mediate the relationship between the effects of promotion on Instagram on decisions to take courses. The image of the institution has a positive and significant indirect effect on the decision to take a course with an interest in attending the course. This means that interest in attending the course can mediate the relationship between the influences of the institution's image on the decision to take the course. Perceived value positively moderates the influence of Promotions on Instagram on decisions to take courses. Perceived value positively moderates the effect of interest in attending the course on the decision to take the course. Perceived value positively moderates the influence of the institution's image on the decision to take the course.

REFERENCES

- Annisa, K., & Pamungkas, A. H. (2021). The Relationship Between Promotion and Students' Interest in Participating in Barista Training at the Job Training Center (BLK). *SPEKTRUM: Jurnal Pendidikan Luar Sekolah (PLS)*, 9(4), 576. <https://doi.org/10.24036/spektrumpls.v9i4.114502>
- Benjamin, K. (2012). *Instagram. Haymarket Business Publications. 1*, 25(23).
- Cahyani, N. S., Lopian, S. L., & Tumiwa, J. (2017). The effect of brand image, perceived price and perceived quality on consumers purchase decision of pond's skin care product. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*.
- Djarmiko, T., & Pradana, R. (2016). *Brand image and product price; its impact for Samsung smartphone purchasing decision. Procedia-Social and Behavioral Sciences. 219*, 221–227.
- Edison, & Restuti, S. (2014). Pengaruh Persepsi Kualitas dan Persepsi Harga Terhadap Perceived Value, Citra Perusahaan dan Minat Konsumen Membeli Beras Komersial Bulog di Kota Pekanbaru. *Jurnal Tepak Manajemen Bisnis*, VI(2), 20–30.
- Hermawan, A. (2012). *Komunikasi Pemasaran*. erlangga.
- Huda, N. (2020). Pengaruh Brand Image Terhadap Keputusan Pembelian Motor Scuter Matic Yamaha Di Makassar. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam*, 2(1), 37–43. <https://doi.org/10.47435/asy-syarikah.v2i1.311>
- McCosker, A., Kamstra, P., De Cotta, T., Farmer, J., Shaw, F., Teh, Z., & Soltani Panah, A. (2021). *Social media for social good? A thematic, spatial and visual analysis of humanitarian action on Instagram. Information Communication & Society*. <https://doi.org/10.1080/1369118X.2020.1748089>
- Melisa, P., L. Mandey, S., & Hasan Jan, A. (2020). Analisis Pengaruh Promosi, Inovasi Produk Dan Citra Perusahaan Terhadap Keputusan Pembelian Melalui Perceived Value (Studi Kasus Pada Milenial Yang Menggunakan Maskapai Garuda Indonesia). *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 7(3), 379–392. <https://doi.org/10.35794/jmbi.v7i3.31515>
- Mranani, N. A., & Lastianti, S. D. (2022). Hubungan Kelompok Acuan, Perceiver Value, Perceived Quality, dan Media Sosial Terhadap Niat Pembelian Serta Dampaknya Pada Keputusan Pembelian Sepeda Pushbike (Studi Pada Komunitas Pushbike Surabaya). *Jurnal Media Mahardika*, 20(2).

- Nugroho, Y. A. (2018). Pengaruh Promosi Airasia Indonesia Melalui Instagram Terhadap Keputusan Pembelian (Survei Terhadap Followers Akun Instagram @ airasia _ indo). *E-Proceeding of Management*, 5(2), 1932–1939.
- Prasetya, C. (2014). Pengaruh Citra Merek, Kualitas Produk Terhadap Kepercayaan Serta Keputusan Pembelian (Survei pada Pembeli Sepeda Motor Honda Vario pada PT Sumber Purnama Sakti di Kabupaten Gresik). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 15(2), 84754.
- Ruhamak, M. D., & Rahayu, B. (2017). Pengaruh Word Of Mouth Terhadap Purchase Intention Melalui Brand Image Pada Lembaga Kursus Bahasa Inggris Dynamic English Course Pare. *Ekonika: Jurnal Ekonomi Universitas Kadiri*, 1(2), 188–204. <https://doi.org/10.30737/ekonika.v1i2.14>
- Ruhamak, M. D., & Syai'dah, E. H. (2018). Pengaruh Word Of Mouth, Minat Konsumen Dan Brand Image Terhadap Keputusan Konsumen (Studi Pada Pelajar Lembaga Kursus Di Area Kampung Inggris Pare). *Ekonika: Jurnal Ekonomi Universitas Kadiri*, 3(2), 14. <https://doi.org/10.30737/ekonika.v3i2.186>
- Septifani, R., Achmadi, F., & Santoso, I. (2014). Pengaruh Green Marketing, Pengetahuan. *Jurnal Manajemen Teknologi*, 13(2), 201–218.
- Silalahi, R. M. P., Christian, M., Fensi, F., & Rembulan, G. D. (2021). Investigasi Citra Merek Dan Motivasi Terhadap Keputusan Mengikuti Kursus Intensif Bahasa Inggris Di Masa Pandemi. *Jurnal Administrasi Kantor*, 9.
- Siti, P. A. B. dan Z. (2016). *Pengaruh Promosi di Media Sosial dan Word of Mouth Terhadap Keputusan Pembelian (Studi Kasus pada Kedai Bontacos, Jombang)*.
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *Jurnal Manajemen*, 21(2), 179-194.
- Tjiptono, D. (2015). *Pelanggan Puas? Tak Cukup! Plus: contoh spesifik riset kepuasan dan ketidakpuasan pelanggan, strategi mewujudkan kepuasan pelanggan*. Tjiptono, F., & Diana, A. (2015). *Pelanggan Puas? Tak Cukup! Plus: contoh spesifik riset kepuasan dan ketidakpuasan pelanggan, strategi mewujudkan kepuasan pelanggan*. Andi offset. Media Sosial Twitter. *Prosiding Manajemen Komunikasi*, 1, 134-138.