

## VIRAL MARKETING FACTOR ANALYSIS THAT INFLUENCE INCREASED SALES PRODUCTION IN SMES “SENTRA KAOS SUCI BANDUNG (BANDUNG SUCI T-SHIRT INDUSTRY)”

Susinah Kuntadi

### ABSTRACT

The current economic growth is inseparable from the rapid growth of technology in Indonesia. The development of information technology that is widely used by the people today is the internet. One of the strategies in internet use is viral marketing which is an effective strategy when people have a desire to communicate and disseminate information via the internet. They participate in the exchange of experiences and messages through the media on the internet. However, in some companies that use the internet, especially E-Commerce does not affect the increase in sales, thus causing the maximum use of the internet. Marketing media via the internet in addition to e-commerce there are also using viral marketing, in this study the authors try to identify viral marketing factors that can affect the increase in product sales in SMEs Sentra Kaos Suci Bandung/ Bandung Suci t-shirt industry so it can be considered for more developed/enhanced again by the manager SMEs for their marketing media so as to increase their earnings. This research was conducted on SMEs T-shirt maker located in Bandung, especially in Suci Bandung area, taking data for the sample is done by purposive and distributing questionnaires to SMEs as many as 75 companies arranged in the form of ratios and data were analyzed by using factor analysis with SPSS 20. The result of this research is three main group of factor factor forming factor factor that is Serach\_engine factor consist of 6 variables, Community factor consist of 2 variables and Recommendation factor consist of 1 variable. The variables that make up each of these factors have a strong correlation

**Keywords:** Viral Marketing, Sales

### 1. INTRODUCTION

The increasingly competitive level of business competition and the advancement of information technology requires the company's management to better think of the right marketing strategy by using information technology progress. The marketing strategy should be tailored to the needs of the consumer as well as the needs of the competitor's strategy. Marketing the business must use a good marketing strategy, therefore the company chose the way of viral marketing strategy in marketing its products so that the production can be reached by consumers who are in the world, especially in Indonesia. Viral marketing can use Facebook, twitter, instgram, web and other social media in marketing the product is a must if the company wants to exist and survive in the era of intense competition as it is today.

#### Formulation of the Problem

Problems to be investigated in this study can be damaged as follows:

1. What viral marketing factors influence sales increase in SMEs Sentra Kaos Suci Bandung (Bandung Suci T-shirt Industry)
2. What is dominant factors that lead to increased sales at SMEs Sentra Kaos Suci Bandung (Bandung Suci T-shirt Industry)

### 2. THEORETICAL BASIS

#### 2.1. Viral Marketing

The term of viral marketing was invented by Jeffrey F. Rayport in an article entitled The Virus of Marketing. The article, written how if the virus is used as a marketing program, because the marketing message will be spread out by using very little time, the budget is not too much and the impact is very wide. Richardson (2004: 4) writes that the term viral marketing was first popularized by Steve Juvertson. Juvertso and his colleagues are the owners of Hotmail capital and "Get your private email for free on Hotmail" is their idea. It turns out that placing their ideas in every Hotmail email creates a reveral process that can be easily undertaken. Juvertson then called the process with the name viral marketing in 1997 in the Netspace newsletter explaining the phenomenon of Hotmail's success.

The key to viral marketing is to get website visitors and recommend it to those who will be considered interested. They will connect the message to potential consumers who will use the goods or services offered and recommend it to other consumers. Loyal internet users will be easier to deal with than regular browsers. This is because they are more likely to provide feedback such as providing additional information or suggestions. According to Zien in Skrob (2005: 6), viral marketing can be divided into two basic structures, namely active viral marketing and frictionless viralmarketing.

#### 1) Active ViralMarketing

Active Viral Marketing is associated with the traditional word-of-mouth concept because users are usually personally involved in the process of attracting new customers.

#### 2) Frictionless ViralMarketing

Frictionless Viral Marketing is different from active viral marketing because it does not require the active participation of consumers to advertise or disseminate information of a product. The product will automatically send a promotional message at the intended address. So the initial impetus for viral is preceded by the manufacturer of the product itself.

According to Skrob (2005: 8) in general, viral marketing strategy can be divided into groups seen from the degree of consumer involvement in the marketing process.

1) *Low Intergration Strategy*

In this strategy very little consumer involvement. Spreading promotion only via email. The sample recommendations are also limited to the "send to friends" button in a homepage.

2) *High Intergration Strategy*

The difference in this strategy is the direct involvement of consumers in targeting new customers.

## 2.2. Viral Marketing Instrument

Skrob (2005: 12) identifies several instruments that can stimulate viral marketing, such as customer recommendation, newsletter, circle strategies, communities, free offer, sweepstakes, list of prospective buyers, chatrooms, reference list, product texts, affiliate programs, and search engine.

Skrob (2005:12) mengindikasikan bahwa terdapat beberapa instrument yang dapat menstimulasi dalam *viral marketing* yaitu:

Skrob (2005: 12) indicates that there are some instruments that can stimulate in viral marketing that is:

1. *Customer Recommendation:*

The increasing number of outstanding products that are accompanied by advertisements and promotions that are very vigorous by the company, consumers feel increasingly confused in determining the choice. This is where the role of recommendations, where consumers will be more trusting people around (brothers, friends, neighbors) who have had experience with a product or company, be it good or bad experience.

2. *Newsletter:*

Is a medium of information or a short news broadcast, addressed to busy readers or do not have a lot of time to read the news is too long and detailed. The function of the newsletter is as a vehicle for building relationships with internal and external public. Newsletter is representative of corporate image in the eyes of Public good quality bad newsletter can showing image of who the maker.

3. *Lingking Strategies (Building):*

In order to get a lot of visitors then you must occupy the top position in the search results. In order to get a good ranking then you need a link on other websites that interconnect easily with just one click.

4. *Communities:* By using the community as a primary means of marketing strategy, community marketing becomes effective because it involves interaction between consumers so that consumers feel getting special and intense treatment.

5. *Free Offer:*

Free offerings means marketers offer to customers promoting or sharing information that marketers make.

6. *Sweepstakes:*

The actual gift-giving program is one of the means to advertise the company's products. Therefore, a gift-giving program by a dual function company, namely: First to retain existing customers. Second to attract new customers.

7. *List Of Prospective Buyers:*

A prospective customers list is targeted by marketers to be informed of company activity by online.

8. *Chatrooms:*

Features used by marketers in viral marketing media in order to communicate with customers either between marketers and customers and between customers whether they know each other or not depends on the chat room model.

9. *Reference List:*

A potential customers list earned based on information obtained from other customers.

10. *Product test:*

Testing of products/services offered by marketers as a proof of the quality of the product/service is informed online for potential customers to assess.

11. *Affiliate (Associate) Programs:*

Cooperation between marketers through paid sites where the form of payment based on the number of visitors who enter through the paid sites.

12. *Search Engine:*

It is a program on the internet to search the information or site. The more a site is visited the greater the potential the site appears as a priority in the search engines.

## 2.3 Social Media

The facilities and conveniences obtained from the internet have been widely used by people to communicate without knowing the boundaries of space and time. One of the benefits of internet is as a marketing tool of goods and services. The Internet has changed the conventional business patterns that require more time and cost to be more efficient and well targeted. The Internet is composed of diverse platforms including websites, social media, e-mail, blogs, chat rooms, adver-games, user forums and videos. In order to have more in-depth examination of motivation, consumer perceptions, and for research purposes the authors then the authors only choose social media as part of the research.

According to [www.id.wikipedia.org](http://www.id.wikipedia.org) social media is an online medium, with its users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common form of social media used by people around the world.

Social media is a site where everyone can create personal web pages, then connect with friends to share information and communicate. Biggest social media such as Facebook, Myspace, Instagram, Patch, Line, Bee Talk, Twitter. Social media invites anyone interested in participating by contributing and reciprocating publicly, commenting, and sharing information in quick and unlimited time.

In this case the authors chose facebook social media because facebook is considered to have several active users are amazing many around the world, and has a very complete platform. Facebook represents the functionality of various other Internet platforms such as friendships, reviews, messaging, discussion forums, information sharing, video sharing, photo sharing, chatting, sharing links, and most are now facebook integrated with other social media such as e- mail, youtube, instagram and path.

### 2.4 Understanding of Sales

Financial accounting standards (2015) in PSAK no. 23 states that the sale of goods includes goods produced by a company for sale and goods purchased for resale such as goods supplied by a reseller or land or other property purchased for resale. Sales of services usually involve the execution of contractually agreed duties to be executed during a period agreed upon by the company, such services may be submitted for one or more periods for more than one period. Sales activities consist of goods or service sale transactions, either on credit or in cash.

According to Gibson (2005, p44), said sales represent revenue from goods or services sold to customers. The firms earn revenue from the sale of its principal product. "Sales represent the revenue from goods and services sold to customers and the company gets revenue from the sale of its products."

So it can be concluded, the sale is a company's operational activities in order to obtain revenue by selling goods or services produced or purchased by the company, where sales transactions can be implemented in cash or credit.

### 3. RESEARCH METHODS

This research is descriptive and verifikatif. The population of this study is the entrepreneurs who are in the area of holy road bandung, considering the number of population of the object of research then taken a sample of 75 respondents with accidental sampling technique then analysis of research results using factor analysis with SPSS 20

#### Operational Variable

**Table 3.1**  
**Variable Operationalization**

Variable	Variable Concept	Indicator	Measurement Scale
Viral Marketing	Promotion of a company over its products and services through persuasive messages designed to spread from person to person	<ol style="list-style-type: none"> <li>1. Customer Recommendation</li> <li>2. Newsletter</li> <li>3. Linking Strategies</li> <li>4. Community</li> <li>5. Free Offer</li> <li>6. Sweepstakes</li> <li>7. Prospective Customer List</li> <li>8. Chatrooms</li> <li>9. Reference List</li> <li>10. Affiliation Program</li> <li>11. Search Engine</li> </ol>	Interval
Increased Sales	Sales are revenue derived from the sale of goods (IAI, 2015)	<ol style="list-style-type: none"> <li>1. Increased in sales volume</li> <li>2. Increase in sales value</li> </ol>	Rasio

### 4. RESULTS AND DISCUSSION

#### 4.1 viral marketing factors influence sales increase in SMEs Sentra Kaos Suci Bandung (Bandung Suci T-shirt Industry)

**Factor Analysis**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Approx. Chi-Square		354.781
Bartlett's Test of Sphericity	Df	66
	Sig.	.000

In the variable test using KMO and Bartlett's test the KMO number was 0.737 above (0.5), and Bartlett's Test of Sphericity was 354,781 with significant <0.05 ie 0,000 KMO values were included in the category "more than enough" for the sake of factor analysis.

**Anti Image Matrix**

In the table of anti-image matrix there are 12 variables seen in the anti image corelation visible variable Recommendation 0.766 subscribers, Newsletter 0.774, Lingking\_strategies 0.729, Community 0,591, Offers 0.753, Sweepstakes 0.815, register\_calon\_publisher 0.703, Chatrooms 0.826, List\_reference 0.707, Test\_product 0,636, Affiliation\_Program 0.740, Search\_engine 0,738, MSA value of each varaibel looks more bigger than 0.5 then all varaibel can proceed to perform factor analysis.

**Communalities**

**Communalities**

	Initial	Extraction
Customer recommendation	1.000	.696
Newsletter	1.000	.640
Lingking_strategies	1.000	.707
Community	1.000	.717
Free offers	1.000	.593
Sweepstakes	1.000	.501
List of Potentian costumer	1.000	.440
Chatrooms	1.000	.465
Reference list	1.000	.482
Test product	1.000	.686
Affiliation Program	1.000	.621
Search engine	1.000	.748

Extraction Method: Principal Component Analysis.

From the analysis results can be seen that the community variable (0.717) is the variable that most closely related to the factors formed because of the highest communal value. While the results of the analysis of variables that have the weakest relationship with the factors formed is the variable list of potential customers (0.440) because the communal value is the smallest. Looking at tables of communalities above in the first factor analysis test there are three variables that have the value of 0,5 (0,5), which is the list of potential customers variable (0,440), chatrooms (0,465) and reference List (0,482) so that it must be tested return factor analysis because it is considered that there are variables that are not fit and have a weak relationship with the factors formed, the three variables are variable Register of potential customers (0,440), chatrooms (0,465) and reference List (0,482) should be omitted on repetition of factor analysis test.

**Second Test Results**

The second test result after eliminating the three unsuitable variables and having a weak ridge with the factors formed are the customer list (0.440), chatrooms (0.465) and the References list (0.482)

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Approx. Chi-Square		265.078
Bartlett's Test of Sphericity	Df	36
	Sig.	.000

In the variable test using KMO and Bartlett's test the KMO number was 0.713 above (0.5), and Bartlett's Test of Sphericity was 265,078 with significant <0.05 ie 0,000 KMO values were included in the category "more than enough" for the sake of factor analysis.

**Anti Image Matrix**

In table anti anti matrix 9 variable seen in part anti image corelation seen variable Recommendation of customer 0,725, Newsletter 0,809, Lingking\_strategies 0,777, Community 0,594, Offers 0,731, Sweepstakes 0,800, Test\_product 0,619, affiliation program 0,664, Serach\_engine 0,675, MSA value each varaibel seen more greater than 0.5 then all varaibel can be continued to perform factor analysis.

**Communalities**

**Communalities**

	Initial	Extraction
Customer recommendation	1.000	.805
Newsletter	1.000	.641
Lingking strategies	1.000	.700
Community	1.000	.805
Free offers	1.000	.631
Sweeptakes	1.000	.524
Test_product	1.000	.653
Affiliation Program	1.000	.725
Search engine	1.000	.835

Extraction Method: Principal Component Analysis.

From the second test results can be seen that the variable search\_engine (0.835) is the variable that most closely related to the factors formed because of the highest communal value. While the results of the analysis of variables that have the weakest relationship with the factors formed is the sweepstakes (0.524) because the communal value is the smallest. Looking at the table above communalities in the second factor analysis test there is no variable that has a value brought 0.5 (<0.5) all variables are considered to exist fit and have a strong relationship with the factors formed.

**Total Variance Explained**

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.469	38.547	38.547	3.469	38.547	38.547	2.826	31.404	31.404
2	1.746	19.404	57.951	1.746	19.404	57.951	1.828	20.312	51.716
3	1.102	12.247	70.198	1.102	12.247	70.198	1.663	18.482	70.198
4	.873	9.703	79.900						
5	.528	5.866	85.766						
6	.459	5.099	90.866						
7	.352	3.914	94.780						
8	.317	3.521	98.301						
9	.153	1.699	100.000						

Extraction Method: Principal Component Analysis.

From the results of communal analysis of variables that there are 9 variables that can be done factor analysis, the Total Variances Explained table will form three component factors based on eigenvalues of each variable. In the table of total explained variance, there are three components that have eigenvalues value more than one (> 1), the factor that has the highest value is 3.469 is the main factor most considered by the respondents in deciding the action against the purchase decision, for the second rank with the value eigenvalues 1.746 and third order with eigenvalues 1.102. Table Total Explained Variance shows the total diversity of 70.198 and it can be concluded that these three factors already represent the diversity of the origin variables. The amount of variance that can be explained by the factors formed is 70.198% while the remaining 29.802% is explained by other factors not found in this research.

**Matrix Component**

**Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Search_engine	.824	.270	-.288
Lingking_strategies	.808	.084	.200
Sweeptakes	.717	-.031	-.096
Affiliation Program	.713	-.050	-.463
Free offers	.611	-.504	-.059
Newsletter	.587	-.523	.152
Community	.300	.743	.403
Test_product	.378	.714	-.013
Customer recommendation	.405	-.273	.752

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

In the data processing there is a factor loading value of each variable that shows the magnitude of the correlation of each variable in the factors formed. From the table above can be determined a variable going into which factor so that it can be seen that the

variables Search\_engine (0.824), Lingking\_strategies (0.808), Sweepstakes (0.717), Affiliation Program (0.713), Free Offers (0.611) and Newsletter (0.587) included into factor 1 because it has a strong correlation with a correlation value above 0.5, while the Community variable (0.743), Tes\_produk (0.714) belongs to factor 2, then the Customer Recommendation variable (0.752) is included in factor 3.

#### 4.2 dominant factors that lead to increased sales at SMEs Sentra Kaos Suci Bandung (Bandung Suci T-shirt Industry) Interpretasi Analisa faktor

In order for the results of factor analysis can be interpreted well then after the grouping into 3 factors, then the three factors can be named. In the naming of no standard provisions, the name of the factor group can be adjusted to the variables that make up the factor, there are:

##### Search\_engine Factor

The search\_engine factor is the first factor group consisting of 6 variables: Search\_engine (0.824), Lingking\_strategies (0.808), Sweepstakes (0.717), Affiliation Program (0.713), Free Offers (0.611) and Newsletter (0.587), the six variables have positive correlation to search\_engine factor and will have a positive impact on other variables. So with the interpretation of the increase in sales can be influenced by the variables that make up the search\_engine factors such as:

1. Search\_engine variable (0.824) that have the strongest correlation can be interpreted that if the site of the product is much visited then the greater the potential of the site appears as a priority in the search engine.  
Lingking\_strategies variable (0.808), In order to get a lot of visitors then you must occupy the top position in the search results. In order to get a good ranking then you need a link on other websites that interconnect easily with just one click;
2. Sweepstakes Variable (0.717) which is a true gift-giving program as one of the means to advertise the company's products. In addition it serves to retain existing customers and to attract new customers.
3. Affiliation program variables (0.713) the existence of cooperation between marketers through paid sites where the form of payment based on the number of visitors who enter through the paid sites
4. Free Offer Variables (0.611) Offers free offerings to marketers to subscribers to promote or share information made by marketers
5. Newsletter variable (0.587) Is a medium of information or a short news broadcast, addressed to busy readers or do not have a lot of time to read the news is too long and detailed.

##### Community Factor

Community factor is the second factor group that formed consists of 2 variables namely Community variables (0.743) and Test\_produk (0.714). Both variables have a positive correlation to the community factor and will have a positive impact on other variables. So with the interpretation of the increase in sales can be influenced by the variables that make up community factors such as:

1. Community (0.743) By using the community as the primary means of marketing strategy, community marketing becomes effective because it involves interaction among consumers so that consumers feel privileged and intense.
2. Tes\_produk (0.714) Pengujian produk/jasa yang ditawarkan oleh pemasar sebagai bukti kualitas dari produk/jasa tersebut yang diinformasikan secara online agar calon pelanggan dapat menilai  
Tests\_products (0.714) Testing of products / services offered by marketers as proof of quality of products / services informed online for potential customers to assess

##### Recommendation Factor

The recommendation factor is a third factor group that is formed and consists of 1 variable that is customer Recommendation variable (0.752). So with the interpretation, the increase of sales can be influenced by the variables that make up recommendation factor that is customer recommendation variable (0.752) With the increasing number of circulating product which accompanied with advertising and promotion that is very aggressive by the company, consumers feel increasingly confused in determining the choice. This is where the role of recommendation, whereas the consumer will be more trusting the people around him (relatives, friends, neighbors) who have had experience with a product or company, be it good or bad experience.

It can be concluded that the results of analysis of viral marketing factors that influence sales increase that factors formed from the results of factor analysis in this study include search\_engine Factors which consists of 6 variables that have a strong relationship, community factors consisting of two variables that also have strong correlations and recommendation factors consisting of one variable that also has a strong correlation to the factors formed, it is evident that the increase in sales is influenced by viral marketing factors formed from the results of this study, as revealed by Natasya, Suharyono and Sunarti (2014) in his research revealed that viral marketing proved to have a significant influence on purchasing decisions that could ultimately increase sales, this is reinforced by the results of research Medyana, Wayan and Fridayana (2014) that the increase in sales volume can be influenced by va riabel Price, place of business, product, promotion, innovation, discount, distribution channel and advertising. Some of the variables mentioned in the study are also present in viral marketing variables that may affect sales increase.

## 5. CONCLUSION AND SUGGESTION

### 5.1. Conclusion

1. Viral marketing Factors that affect sales increase at UMKM Sentra Kaos Suci Bandung From the results of communal analysis of variables that there are 9 variables that can be done factor analysis, the table Total Variance Explained will form three component factors based on eigenvalues of each variable. In the total expansion variance table, there are three components that have eigenvalues value of more than one ( $> 1$ ), the factor that has the highest value is 3.469 is

the main factor most considered by the respondents in deciding the action against the purchase decision, for the second rank with the value eigenvalues 1,746 and third order with eigenvalues 1,102. The Total Variance Explained table shows a total diversity of 70,198 and it can be concluded that these three factors represent the diversity of the original variables. The amount of variance that can be explained by the factors formed is 70.198% while the remaining 29.802% is explained by other factors not found in this study.

2. From the results of research Viral Marketing faktor that mengengauhi increased sales, there are three main factors, there are:
  - a. The search\_engine factor is the first factor group consisting of 6 variables: Search\_engine (0,824), Lingking\_strategies (0,808), Sweepstakes (0,717), Affiliation Program (0,713), Free Offers (0,611) and Newsletter (0,587), the six variables have positive correlation to search\_engine factors and will have a positive impact on other variables, it can be interpreted that in order to increase sales producers must pay attention to the variables that make up the search\_engine factor, for example in promoting the product try to make the site created to attract attention so much visited and website address can be connected with other web, also supported by the activities of the free offers and sweepstakes, so also to attract the attention can also with paid sites and to convey the latest information about the products produced then the activities of the activities included in the variable newsletter must also be considered
  - b. Community factor is the second factor group that formed consists of 2 variables namely Community variables (0,743) and Test\_product (0,714). Both variables have a positive correlation to community factors and will have a positive impact on other variables. Activities that include community variables are very effective because producers can directly interact with consumers and consumers feel appreciated and cared for. And to convince consumers that the products produced can meet the wants and needs of consumers as well as qualified variable Test\_product and becomes a real proof in convincing consumers.
  - c. The recommendation factor is a third group of factors that is formed and consists of 1 variable that is customer Recommendation variable (0,752), the role of recommendation given by the surrounding people (friends, relatives, neighbors) who have had experience with a product or company, be it good or bad experience has a great influence amid the incessant promotion conducted by the manufacturer so that consumers are not confused which products are appropriate.

## 5.2. Suggestion

From the results of the study there are some that are presented as suggestions, are:

1. In order for sales to increase, it is recommended for companies to use viral marketing marketing by maximizing search\_engine factors, where activities to promote products try so that the sites created can attract attention so that many consumers visit and website addresses can be connected to other websites.
2. To attract the attention of consumers to create a more attractive and inactive website.
3. In addition to improving the ability of the website, it must also repair the off line, so that the on line and off line are equally attractive

## REFERENCES

- Anglesti et al, Pengaruh Viral Marketing Terhadap Minat Beli Konsumen Melalui Kepercayaan Konsumen pada Instagram @Makananjember, <http://repository.unej.ac.id/handle/123456789/79352>, (diunduh 01 Juni 2018)
- Basu dan Irawan. 2015. *Manajemen Pemasaran Modern*. Yogyakarta: Penerbit Liberty.
- Dewa Putu Agus dkk .pengaruh Jenis produksi, Biaya Promosi dan Biaya Produksi terhadap Volume Penjualan. *Jurnal Manajemen*, volume 3 no. 1, 2015
- Gusti Putu Gede dkk. Pengaruh Biaya produksi dan promosi terhadap Penjualan. *Jurnal Manajemen* Volume 4, No 1, 2016
- Hansen, Don R dan Maryanne M Mowen. 2014. *Accounting Management*.
- Hornngren., T. Charles (2015) *Cost Accounting A Managerial Emphasis*. Prentice Hall International., Inc.
- Moekijat. 2011. *Integreted Marketing strategy 13P, Strategi Pemasaran Terkini*, Cetakan Pertama. Mataram: NTP Press.
- Manalu, Adi. 2008. *Pentingnya Promosi Dalam Pemasaran Barang Dan Jasa*.
- Puntoadi, Danis. (2011). *Menciptakan Penjualan melalui SocialMedia*. Elex Media Komputindo, Jakarta.
- Putra medyana, et al., Analisis Faktor-Faktor yang Mempengaruhi Volume Penjualan Pada UD. Wayan Fiber Glas Singaraja Tahun 2014, e-Jurnal Bisma Universitas Pendidikan Ganesha Jurusan Manajemen, Volume 4 tahun 2016
- Reece, Monique. (2010). *Real-Time Marketing for Business Growth – How to User Social Media, Measure Marketing and Create Culture of Execution*. FT Press. New Jersey.
- Rizal, Yose. (2011). *Penting ya Sentimen di Social Media bagi Brand*.Majalah Marketing. Jakarta.
- Rangkuti, Freddy, 2012. *Strategi Promosi Yang Kreatif*, edisi ketiga, cetakanpertama. Jakarta : Penerbit Gramedia Pustaka Utama.
- Ridwan, dan Sunarto. 2010. *Pengantar Statistika untuk Penelitian Pendidikan, Sosial, Ekonomi, Komunikasi dan Bisnis*, Bandung : Alfabeta.
- Skrob, John Robert. 2005. Open Source and Viral Marketing. Vienna. <http://www.fh.kufstein.ac.at>
- Sugiyono. (2003). *Metode Penelitian Bisnis*. Cetakan kelima Alfabeta. Jakarta
- Tresnati. Pelatihan Pemasaran Online untuk Meningkatkan Volume Penjualan Pengrajin Sentra Kaos Sablonan di daerah Suci Bandung. *Prosiding SNaPP : Sosial, Eonomi, dan Humaniora. Vo. 6 No.2.tahun 2016*.
- Turban. E., dkk (2012), *Electronic Commerce: A Managerial and Social Networks Perspective*.

Ujianto, et al., Analisis Faktor-Faktor yang Menimbulkan Kecenderungan Minat Beli Konsumen Sarung (Studi Perilaku Konsumen Sarung Di Jawa Timur), <http://puslit.pertra.ac.id/journals/manajemen> (diunduh 06 juni 2018)  
Wandikbo et al, Pengaruh Promosi Terhadap Peningkatan Penjualan Sepeda Motor Honda Merek CBR 150cc Pada PT. Daya Adicipta Wisesa Kec. Kalawat Maumbi Kab. Minahasa Utara, Journal "ACTA DIURNA", Eedisi April 2013  
Ikatan AKuntan Indonesia, 2015. *Standar Akuntansi Keuangan*.

Susinah Kuntadi  
*STIE EKUITAS*  
*Jl PHH Mustopa 31 Bandung*  
*susikuntadi@gmail.com*