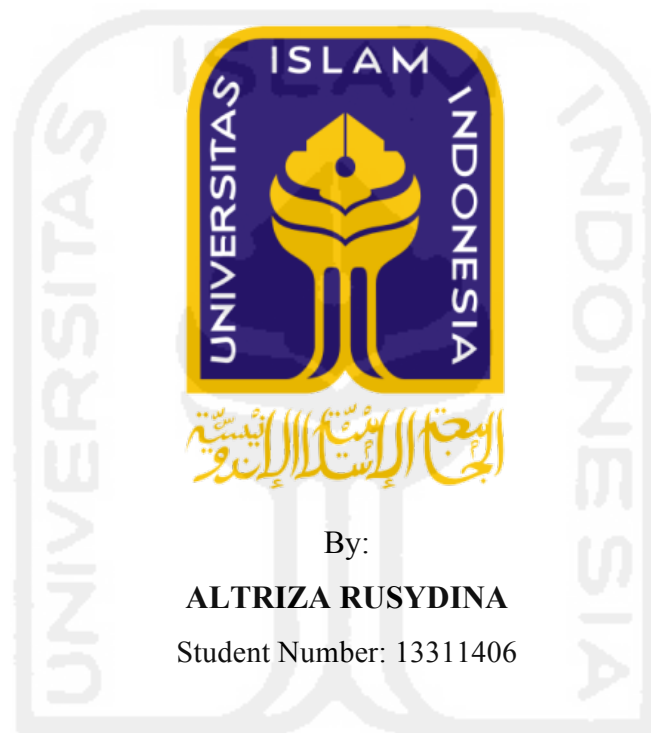


THE EFFECTS OF VSN ATTRIBUTES, FLOW, TRUST, AND E-WOM IN INFLUENCING VSN USERS' PURCHASE INTENTION

A RESEARCH JOURNAL

Presented as Partial Fulfillment of the Requirements
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The Effects of VSN Attributes, Flow, Trust, and e-WOM in Influencing VSN Users' Purchase Intentions

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ABSTRACT

In line with the development of globalization, the internet currently becomes an essential need for a human. Nowadays, people tend to be more attracted to online channels rather than the traditional or old ones prefer to spend their time in it, which also include Indonesian people. There are about 30 percent of Indonesia's populations who are social media users, they tend to share and gather information about product or services of a company through their social media, which also called as electric word-of-mouth (e-WOM). Therefore it is important for a company to consider about the role of social media and e-WOM in influencing their consumers. The aim of this research was to examine the effect of the attributes of social media, flow, trust, and e-WOM on VSN users' purchase intention in Indonesia. This research was conducted in Yogyakarta in the context of electronic word-of-mouth effort based on consumers' perspective. The data was collected by using questionnaire based on Likert scale. The method of sample is using convenient sampling with 311 respondents were chosen to represent overall users. The data was then analyzed by using Structural Equation Modeling analysis and moderated regression analysis with the helping of SPSS and LISREL. The result of this study found that VSNS' attributes do not have a positive impact on the flow. However, VSNS' attributes have a positive impact on e-WOM and trust. Flow does not have a positive impact on e-WOM in VSNS. Trust has a positive impact on both the e-WOM and flow, and E-WOM has positive impact on purchase intentions in VSNS.

Keyword: *Virtual Social Network, Social Media, Flow, Trust, Electronic Word-of-Mouth (E-WOM), Purchase Intentions*

ABSTRAK

Sejalan dengan perkembangan globalisasi, internet saat ini menjadi kebutuhan yang esensial bagi masyarakat. Saat ini, masyarakat cenderung lebih tertarik dan lebih memilih untuk menghabiskan waktu di saluran online daripada saluran tradisional, yang juga termasuk orang Indonesia. Di Indonesia terdapat sekitar 30 persen dari populasi Indonesia yang merupakan pengguna media social. Mereka cenderung berbagi dan mengumpulkan informasi tentang produk atau layanan dari perusahaan melalui media sosial mereka, yang juga disebut sebagai *electronic word-of-mouth (e-WOM)*. Oleh karena itu penting bagi perusahaan untuk mempertimbangkan peran media sosial dan *e-WOM* dalam mempengaruhi konsumennya. Tujuan dari penelitian ini adalah untuk menguji pengaruh atribut media sosial, arus, kepercayaan, dan *e-WOM* terhadap minat beli pengguna VSN di Indonesia. Penelitian ini dilakukan di Yogyakarta dalam konteks usaha *electronic word-of-mouth* berdasarkan perspektif konsumen. Pengumpulan data dilakukan menggunakan kuesioner tertutup berdasarkan skala Likert. Teknik *sampling* dilakukan *convenient sampling* dengan jumlah 311 responden. Data kemudian dianalisis dengan menggunakan analisis *Structural Equation Modelling* dan model regresi moderasi dengan menggunakan alat SPSS dan LISREL. Hasil penelitian ini menemukan bahwa atribut VSN tidak memiliki dampak positif terhadap arus. Namun, atribut VSN memiliki dampak positif pada *e-WOM* dan kepercayaan. Aliran tidak memiliki dampak positif pada *e-WOM* di VSNs. Kepercayaan memiliki dampak positif pada *e-WOM* dan arus, dan *E-WOM* memiliki dampak positif pada niat beli di VSN.

Kata kunci: *Virtual Social Network, Social Media, Arus, Kepercayaan, Electronic Word-of-Mouth (E-WOM), Minat Beli*

INTRODUCTION

In line with the development of globalization, the internet currently becomes an essential need for a human. There are several practitioners and academicians who realized that people nowadays tend to be more attracted to online channels rather than the traditional or old ones, which also includes Indonesian people. It is stated in the previous research conducted by Palmer & Koenig-Lewis (2009) as the impact of globalization, the attention of the customers is shifted, from the old and traditional advertising, like mainstream print and broadcast media, such as Television (TV), Radio, Magazine, and Newspaper to modern advertising, especially online channels. People nowadays are more attracted to online channels and prefer to spend their time in it. Not to mention also Virtual Social Network (VSN) or known as social networking.

Based on a survey conducted in wearesocial.com, the data statistics showed that in this world there are **3.42 billion** internet users, equaling **46%** global penetration; **2.31 billion** social media users, delivering **31%** global penetration in 2016 across the world (Kemp, 2016). With a population of around **259.1 million people**, Indonesia is often referred as the potential digital market. It is because based on the latest survey conducted in early 2016, there were approximately **88.10 million people** who are active Internet users in Indonesia. The number is predicted to grow continuously. When it is compared to the total population, there are about 30 percent

of Indonesia's populations who are social media users. It can be seen that the popularity of television in Indonesia is slightly replaced. The users in average only watch television around 2 hours 22 minutes per day. This amount is clearly less than the time internet users use to access internet services.

VSN also can be related with social media, because they implicitly have the same function, and they have the same examples (sites). Therefore, VSN, social networking, and social media can be mentioned interchangeably in this research. Social networking (SN) is a site, which people as visitors can register for their account, then they can get connected with each other to communicate or to share about anything reflecting offline relationships or forming new relationships online (Thelwall, 2008). When people share about their experience towards one brand, it can be called as word-of-mouth (WOM). If it is conducted in VSN, it means that WOM is conducted electronically and indirectly, it can be referred as electronic word-of-mouth (e-WOM). E-WOM is one of the most frequent activities that the users might do in social media, such as sharing experiences, responses, and opinions toward one product or services.

Social media becomes the most influencing tool for Indonesian people. By knowing the fact that the social users in Indonesia is 30% from its total population (Kemp, 2016), it can be concluded that e-WOM in VSN can have a big influence in people's life. In other words, it can be said that e-WOM can affect the customer purchase intentions towards a particular brand, whether it is products or services. Thus, many companies nowadays put bigger concern on the power of social networks to attract consumers, and improve their purchase intentions.

In addition, according to Palmer & Koenig-Lewis (2009), VSN provides opportunities for companies to get closer with their markets, which allows them to observe, and collect information about their market, and participate as members of online communities. Therefore, nowadays many companies have developed their own blogs and online forums to get closer to their consumers. Hence, because of the power of e-WOM, trusted bloggers' opinions are now becoming more popular as a mean of social communication. Bareto (cited in Moertazavi, Esfidani, & Barzoki, 2014) stated that friends' recommendation in VSN could gain bigger purchase intentions compared to online ads. Jalilvand & Samiei (2012) emphasize that e-WOM can influence consumers' purchase intentions. In VSN, customers can read online recommendations for the product they are interested in directly at the point of purchase, which might have strong effects on their purchase decisions. (p.13)

Along with the development of Internet, e-WOM is now becoming more popular and used more often by VSN users. VSN users have a tendency to share their experiences and gather information about other people experiences toward a product, service, and brand. Thus, it can impact their purchase intentions. It can be seen now, newspaper now replaced with online news, and also the other traditional medias. Thus, many company have to realize this shifting condition, they have to consider about the existence of social networking.

This study attempts to examine the elements that influence viral marketing and electronic word-of-mouth (e-WOM) through VSN. Based on research by Moertazavi, Esfidani, & Barzoki (2014), there are several antecedents that play an important role in influencing VSN users' purchase intention, which are virtual social network attributes, flow, trust, and e-WOM. The researcher would like to examine the potential influence each of element by having sample from consumers who have accounts of social media. The results of this study will present practical implication in the modern marketing literature.

LITERATURE REVIEW

Virtual Social Network (VSN)

According to Thelwall (2008), social networking is defined as a site, which people can register for their account, and then they can get connected with each other to communicate and or share about anything reflecting offline relationships or new relationships formed online (p. 728). Emerging studies found that teenagers spend a considerable portion of their daily life interacting through social media. They felt joy in using social media, and also experienced loss of self-consciousness while accessing VSN (Ahn, 2011).

However, Amadie (2015) found that the usage of social media could cause depression. They tend to seek for acceptance and remaining connected with peers is an important element of social life for them. As a result, those people who suffered 'this kind of depression were at risk for social isolation and sometimes turn to risky Internet sites and blogs to 'help' that may promote drug use, unsafe sexual practices, aggressive behavior and self-destructive. Zeital-Bank (2014) also mentioned that the feature of anonymity in VSN can cause misbehavior because of missing social control. "In social media one cannot trust the identity of people. Lies, deception and cybercrime testify to that" (pp.1187). Thus, the researcher proposed:

H1: VSNs' attributes have a negative impact on flow

VSN is a platform where electronic word-of-mouth (e-WOM) occurred. E-WOM is also included as viral marketing that encourages and facilitates consumers to share and exchange about information and also opinions on products or services, companies, or brands to their close friends on VSN (Gunawan & Huarng, 2015). In addition, Yoon (2012) also explained that as a communication tool, VSN also provides a 'place' for the users to share about their memorable shopping experiences in their social network account. Hence, because of the development of Internet, people nowadays tend to produce and accept product-related information for their decision making to purchase a product. Soares et al (2012) stated that when interacting in social network, social relationships have a positive impact on WOM. What is more, Yan et al. (2016) also stated "social media also become a place for users to share their thoughts about the quality of goods or services they purchased, or about their shopping experience" (pp.62). Thus, the researcher proposed:

H2: VSNs' attributes have a positive impact on e-WOM

Grabner-Kräuter & Bitter (2013) stated that when the users visit VSN for the first time, the initial trust can be developed, regarding with cognitive perceptions of network characteristics such as size of the network, current number of participants online, discussed topics, privacy and security, usefulness and ease of use of the network. In addition, Liu et al. (2010) stated that trust in users' ability is also counted as a part of trust. The research of Hsua, Jub, Yenc, & Changa, (2007) found that information that gathered in form of e-WOM has an important role for building trust. The result of the research showed that the adoption of e-WOM information has a significant positive impact on trust. Thus, the researcher proposed:

H3: VSNs' attributes have a positive impact on trust

Flow

According to Huang et al. theory (cited stated Lin, Hsu, Chen, & Fang, 2016), e-WOM motivations are encouraged by message involvement, social interaction tie, affection outcome expectations, and message passing self-efficacy. In addition, according to Okazaki theory (cited stated Lin, Hsu, Chen, & Fang, 2016) social identity, purposive value, social enhancement, intrinsic enjoyment, inherent novelty seeking, also opinion leadership also become factors that encourage e-WOM intentions.

However, Mortazavi, Esfidani, & Barzoki (2014) proved in their research that flow does not have any positive impact on e-WOM. Gangopadhyay & Dhar (2014) stated that the uses of VSN could lead to privacy issues. The information that shared into their VSN is also visible to unknown person that can lead to privacy issue. Since, once the users post their activities, it can be deleted, but the probability of other users will take a screenshot of the activities are also high. Thus, the researcher proposed:

H4: Flow has a negative impact on e-WOM in VSNs

Trust

In VSN, the users can connect with their friends, and also new people because of the same interest. In VSN, they can share and explore about information that they interested in without any boundaries. By having this condition, there is a possibility that a user build a trust to their friends in VSN. when they are started to share about their interest toward a product or service, or experiences they gain trust to each other. Kassim & Abdullah; and Ridings et al. (2010) also support that trust in members might increase the tendency to exchange information in VSN.

Yoon (2012) and Gunawan & Huarng (2015) explained that VSN is a place where the users are encouraged and facilitated to share and exchange information and also opinions about products, services, and experiences of a company or brand to their connection in VSN. Hence, Soares et al. (2012). Lu et al. (2010) also explained that trust is the key factor, when they started to trust each other, the users behave more proactively. Thus, the researcher proposed:

H5: Trust has a positive impact on e-WOM in VSNs

Zhou (2011) also stated in his research that trust has a significant effect on flow experience. As it has been discussed earlier, trust are divided into trust in websites, trust in users' ability, and trust in users' integrity and benevolence (Moertazavi, Esfidani, & Barzoki, 2014). Ability means service providers have the capability and knowledge necessary to fulfill their tasks. Integrity means that service providers keep their promises and do not deceive users. While benevolence means that service providers will take care users' interests in mind and will not just care about their own benefits (Zhao, 2012). Gefen (2003) also stated that trust can provide a guarantee that the users will get positive result in the future. It means that when the VSN users' trust both the website and/or other users, they believe that they will get a good experience while accessing their VSN, and it will increase their *perceived control*, which also counted as a part of flow. When accessing VSN, if the users trust the website, the users will feel more comfortable, safe, and enjoy while accessing the web. Thus, the researcher proposed:

H₆: Trust has a positive impact on flow in VSNs

Electronic Word-of-Mouth

According to Hennig-Thurau et al. (2004), e-WOM is occurred when a customer share, whether it is about positive or negative thought about a product or company via Internet that can be seen by many people and institutions. Gunawan & Huarng (2015) also explained that e-WOM is a kind of viral marketing that might encourage and facilitates the consumers, to exchange their opinion on products or services, companies, brands, or experiences. Wilson et al. (cited in Ladhari & Michaud, 2015) stated that comments that made by peers are considered more impartial, reliable, and unbiased, compared with information that made and controlled by the company. For instance, the research of Ladhari & Michaud (2015) also found that online reviews of hotel in VSN is affecting people's purchase intentions and attitude toward the hotel. In addition, Baitaneh (2015) research also found that e-WOM is positively and significantly affects consumers' purchase intentions

H₇: e-WOM has positive impact on purchase intentions in VSNs

Purchase Intention

According to Lu et al. (cited in Moertazavi, Esfidani, & Barzoki, 2014) stated that rational consumer's purchase decision-making processes follow the three stages of requirement cognition, information gathering and the purchase behavior. People nowadays tend to gain more information regarding with the product or services on the Internet. In here, e-WOM plays an important role to give the information for the consumers. E-WOM is believed to be more reliable rather than other kinds of advertisement controlled and handled by the company itself.

Other research also stated that the underlying reason why online reviews or usually called as e-WOM is now playing an important role in customers' purchase intentions is that, e-WOM are believed to be more reliable rather than other kinds of advertisement controlled and handled by the company itself. In this Internet era, purchase intentions are positively and significantly influenced by e-WOM (Bronner & de Hoog, 2011; Zhang et al., 2010; and Liu and Park, 2015).

Chang & Chin; and Do-Hyung et al. (that cited in Bataineh, 2015) explained that customers purchase intentions are positively associated with recommendation, customer reviews or comment, and feedback of other customers. That kind of information is very crucial for both online marketers and also for customers. Thus based on the theories above, it can be seen that in this Internet era, customers' purchase intentions are strongly influenced by e-WOM. In which, positive e-WOM will lead to favorable attitude toward the product, service, brand, or company that can lead to purchase intentions. In contrast, negative e-WOM will lead to unfavorable attitude towards product, service, brand, or company. Hence, online marketers department must consider about this aspect.

Theoretical Framework

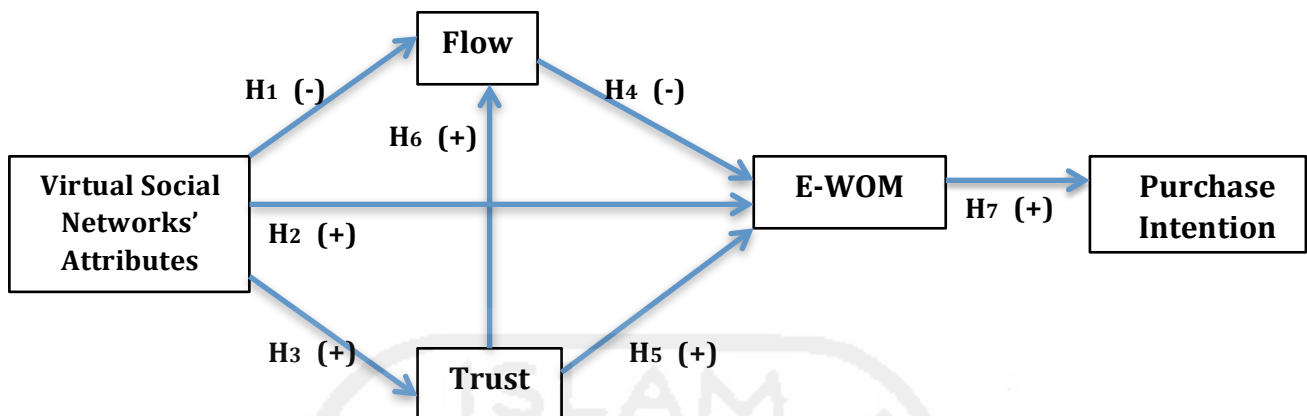


Figure 2.1. Full Framework Model

RESEARCH METHODOLOGY

The purpose of this research study is to test the hypotheses, or it is usually called as causal study, which aims to explain the nature of certain relationships. This research attempts to find the correlation and/or relationship between the attributes of virtual social network (VSN), flow, trust, and e-WOM in influencing VSN users' purchase intentions. The results of this research study are expected to examine those variables, to verify their relationships and provide better understanding of an effective indirect marketing in VSNs. The approach used in this research study is quantitative approach, conducted by spreading questionnaire as the research instrument and used Likert scale as the itemized rating scale to assess data from 311 respondents who have an account and have experienced Virtual Social Network (VSN).

Population and Sample

The population in this study is people who live in Yogyakarta, Indonesia, and who have accounts of Virtual Social Network (VSN). The range of age has been considered for the age of young adult who frequently access the Internet. The method of sample selection in this research is non-probability sampling with convenience sampling as the technique. The sample in this study amounted to 310 people. The determination of the number of samples is based on analysis tool that is used to test the hypothesis, which is Structural Equation Modeling (SEM). SEM required the sample size amount should be 5-10 times the number of observations for each of the estimated parameters or indicators used (Ferdinand, 2006).

Data Collection Method

The data used in this study are both primary data and secondary data. In this study, the primary data was obtained by using a questionnaire distributed to 311 respondents who have Virtual Social Network (VSN). All questions in the questionnaire are translated into *Bahasa Indonesia* to help the respondents understand the questions better. The questionnaires distributed either directly (print out) or online (Google forms) to the respondent. Meanwhile, the secondary data used in this research were obtained from previous literature reviews and relevant journals. The questionnaire was measured by using Likert scale. This research is using 6-point Likert scale items, where (1) indicates Strongly Disagree and (6) indicates Strongly Agree. The underlying reason why the researcher choose 6-point Likert scale is to avoid neutral answer.

Data Analysis Method

This research mainly used LISREL and SPSS to conduct data analysis. This research consist of two steps of data analysis. Structural equation modeling (SEM) is used as the technical analysis in this research, by considering the conceptual model of this research in which, it has one dependent variable, the three mediating variables, and one independent variable. This model cannot be analyzed using multiple regression analysis. Therefore, this research used LISREL, which is one of the programs of SEM. It is an analysis technique that allows the researcher to analyze the influence of several variables against other variables simultaneously (Ghozali & Fuad, 2008). This technique is conducted to analyze the relationship among VSN, Flow, Trust, e-WOM, and purchase intention.

The first step of analysis is conduct the pilot test. Pilot test is conducted to test the validity and reliability of the indicators used in the questionnaire. Pilot test was conducted by spreading questionnaire for 35 respondents, in order to test the validity and reliability of the questionnaire. The results was analyzed by using SPSS. Once the pilot test completed, the next step is measuring the error, testing the structural model as well as research hypotheses, and analyzing the model fitness by using LISREL (Ghozali & Fuad, 2008).

After conduct the validity and reliability test for pilot test, there are four indicators that below the predetermined value to meet the elements of the validity of an indicator. Three indicators from Attribute variable, and one indicator from Flow variable. For that reason those indicators are not valid. Thus, the authors deleted three indicators and tested the validity and reliability of VSN attributes and flow variables. The result shown in the table below:

Table 1. Validity and Reliability Test for the Questionnaire

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Virtual Social Network		0.782	0.6	Reliable
VSN improves social life performance	0.367		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
VSN gives greater control over my social interactions	0.291		0.3	Invalid
VSN improves the quality of my social relationships	0.573		0.3	Valid
VSN enhances effectiveness maintaining my social relationships	0.466		0.3	Valid
VSN makes it easier to maintain my social relationships	0.398		0.3	Valid
VSN useful in my social life	0.522		0.3	Valid
Using this Web site is truly a joy	0.431		0.3	Valid
Getting updated information from the company	0.483		0.3	Valid
Getting some attractive offers	0.607		0.3	Valid
Getting my questions answered	0.219		0.3	Invalid
The site is user friendly	0.040		0.3	Invalid
Flow		0.942	0.6	Reliable
During my last visit to the Web site, I felt calm	0.251		0.3	Invalid
Time appears to go by very quickly when using the Web	0.592		0.3	Valid
Sometimes lose track of time when using the Web	0.604		0.3	Valid
Most times when get on to the Web, end up spending more time that had planned	0.684		0.3	Valid
Time flew when I was using the Web	0.566		0.3	Valid
I often spend more time on the Web than I had intended	0.595		0.3	Valid
Forget about immediate surroundings when use the web	0.608		0.3	Valid
The world generated by Web site seemed “somewhere I visited” rather than “something I saw”	0.446		0.3	Valid
After using the Web, feel like come back to the “real world” after a journey	0.625		0.3	Valid
When using the Web, feel like I am in a world created by the Web site	0.569		0.3	Valid
Using the Web creates a new world, and this world suddenly disappears when stop browsing	0.559		0.3	Valid
When using the Web, my body is in the room, but my mind is inside the world created by the Web site I visit	0.614		0.3	Valid
I felt I was more in the world generated by the Web site than the “real world”	0.713		0.3	Valid
I forgot that I was in the middle of an experiment	0.552		0.3	Valid
During my visit to the Web site, I kind of forgot about myself	0.853		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
During my last visit to the Web site, I lost the consciousness of my identity and felt like “melted” into the site	0.666		0.3	Valid
During my last visit to the Web site, I was absorbed intensely in the activity	0.714		0.3	Valid
During my last visit to the Web site, my attention was focused on the activity	0.785		0.3	Valid
During my last visit to the Web site, I was deeply engrossed in the activity	0.654		0.3	Valid
During my visit to the Web site, it seemed my interaction with the Web sites was seamless	0.645		0.3	Valid
During my visit to the Web site, I felt I was just reacting to the Web site without thinking	0.524		0.3	Valid
During my visit to the Web site, I found my visit interesting	0.558		0.3	Valid
During my visit to the Web site, I found my visit enjoyable	0.536		0.3	Valid
During my visit to the Web site, I found my visit exciting	0.666		0.3	Valid
During my visit to the Web site, I found my visit fun	0.636		0.3	Valid
Trust		0.892	0.6	Reliable
Think that this Web site is trustworthy	0.670		0.3	Valid
This Web site keeps its commitments	0.695		0.3	Valid
This Web site keeps users’ best interest in mind	0.637		0.3	Valid
This Web site would do the job right even when not monitored	0.595		0.3	Valid
I trust this Web site	0.711		0.3	Valid
I feel very confident about the skills that the other users in the site have in relation to the topics we discuss	0.445		0.3	Valid
The other participants on the site have much knowledge about the subject we discuss	0.44		0.3	Valid
The other participants on the site have specialized capabilities that can add to the conversation in this community	0.655		0.3	Valid
The other participants on the site are well qualified in the topics we discuss	0.682		0.3	Valid
The other participants in the site would not knowingly do anything to disrupt the conversation	0.476		0.3	Valid
The participants in the site are concerned about what is important to others	0.65		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
The participants in the site will do everything within their capacity to help others	0.664		0.3	
EWOM		0.905	0.6	Reliable
I have recommended companies or products in this site	0.661		0.3	Valid
I speak of a company or product's good sides in this site	0.397		0.3	Valid
I am proud to say to others that I am a company or product's customer in this site	0.613		0.3	Valid
I strongly recommend people to buy some products from a company in this site	0.748		0.3	Valid
I mostly say positive things about a company or product to others in this site	0.73		0.3	Valid
I have spoken favorably of a company or product to others in this site	0.714		0.3	Valid
I mostly say negative things about a company or product to others in this site	0.55		0.3	Valid
I have spoken unflatteringly of a company or product to others in this site	0.623		0.3	Valid
My referral sources discourage me from purchasing from a product or brand	0.777		0.3	Valid
My referral sources suggest that I purchase from other products or brands instead of what was in my mind	0.529		0.3	Valid
My referral sources share with me their negative opinions of purchasing from a product or brand	0.593		0.3	Valid
I have a close relationship with others in this Web site	0.553		0.3	Valid
It is likely that I share a personal confidence with someone in this Web site	0.486		0.3	Valid
It is likely that I extend an everyday assistance in this Web site	0.534		0.3	Valid
It is likely that I spend my free time with some users of the Web site	0.437		0.3	Valid
Purchase Intention		0.863	0.6	Reliable
I will definitely buy products recommended in this Web site in the near future	0.704		0.3	Valid
I intend to purchase a product recommended in this Web site in the near future	0.775		0.3	Valid
It is likely that I will purchase a product recommended in this Web site in the near future	0.746		0.3	Valid

Source: SEM data processing results, 2017

DATA ANALYSIS AND DISCUSSION

As what have already been explained in the previous chapter, 311 questionnaires have been spread out to 311 respondents to collect the data. the respondents in this research are mostly women. There are 187 female respondents or 60.1% of the total respondents. In addition, there are 124 male respondents or 39.9% of the total respondents. It shows that the majority of active VSN users are women. The respondents in this research are mostly between 21-25 years old, with the total number 201 respondents or 64.6% of the total respondents. Based on job classification majority of respondents are students, with number 232 respondents or 74.5% of the total respondents. Meanwhile based on respondents' frequency in accessing social media classification, the respondents in this research are mostly visiting their social media 3-4 hours per day, consisted of 124 respondents or 39.9% of the total respondents. Then, based on social media preference, the respondents in this research are mostly visit Instagram with 274 respondents or 32.43% of the total respondents.

Furthermore, researcher used Structural Equation Modeling (SEM) and Lisrel 8.80 program in analyzing the conceptual framework of this study. Before testing the hypothesis, it is necessary to test the validity and reliability data that will be used in the analysis first. Referring to Holmes-Smith (2001), an indicator is valid if the value of t is ≥ 1.96 and a variable is valid if it has composite reliability. ≥ 0.50 . Based on these requirements all indicator or item questions are valid and reliable in measuring the variables. Based on these requirements all valid or reliable indicator or item of question in measuring its variable can be seen on the table below:

Table 2. The Results of Validity Test of Indicators

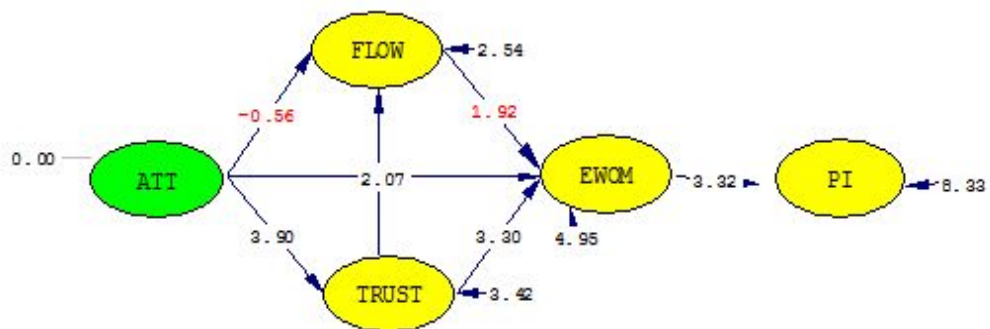
Item	Loading Factor	t-values	Description
Virtual Social Network Attribute (ATT)			
ATT1	0.44	15.65	Valid
ATT2	0.48	15.49	Valid
ATT3	0.41	14.8	Valid
Flow (FLOW)			
FLOW6	0.77	0.00	Valid
FLOW11	0.95	11.44	Valid
FLOW13	0.83	10.73	Valid
FLOW16	1.06	12.57	Valid
FLOW17	0.92	12.22	Valid
FLOW20	0.96	11.36	Valid
FLOW23	0.60	7.32	Valid
Trust (TRUST)			

Item	Loading Factor	t-values	Description
TRUST2	0.99	0.00	Valid
TRUST6	0.87	12.43	Valid
TRUST7	0.77	11.54	Valid
TRUST8	0.93	11.63	Valid
TRUST10	0.58	11.03	Valid
TRUST12	0.67	10.39	Valid
Electric word-of-mouth (EWOM)			
EWOM2	0.59	0.00	Valid
EWOM3	1.13	12.11	Valid
EWOM4	1.12	13.64	Valid
EWOM6	0.91	11.7	Valid
Purchase Intention (PI)			
PI1	0.80	0.00	Valid
PI2	0.65	16.82	Valid
PI3	0.89	17.15	Valid

Source: SEM data processing results, 2017

Then, with valid and reliable data the researchers conducted structural analysis using Lisrel 8.80 program to test the hypotheses from this study. The influence of exogenous variables on the endogenous variables and the t values of each effect appears as shown in Figure 2. The statistical value of the final structural model indicates that the model is good (fit) in representing this research data. It is proved by RMSEA is 0.056, GFI is 0.89, NFI is 0.94, and CFI is 0.97. After that, the value of *Expected Cross Validation Index* (ECVI) of this model is 1.77. in which, this value is lower than ECVI *for the saturated model*, which is 1.78.

Figure 2. Structural Model



Chi-Square=429.38, df=216, P-value=0.00000, RMSEA=0.056

The significance of the influence between variables and hypothesis testing of this research is shown in Table 3 below:

Table 3. The Result of Hypotheses Testing

Hypotheses	Directions Influence	β or γ (<i>t</i> -value / α level)	Description
H1: VSNs' attributes have a negative impact on flow	-	-0.03 (-0.56 / > 0.05)	Rejected
H2: VSNs' attributes have a positive impact on e-WOM	+	0.13 (2.07 / < 0.04)	Supported
H3: VSNs' attributes have a positive impact on trust	+	0.31 (3.90/ < 0.0002)	Supported
H4: Flow has a negative impact on e-WOM in VSNs	-	0.23 (1.92/ > 0.05)	Rejected
H5: Trust has a positive impact on e-WOM in VSNs	+	0.46 (3.30/ < 0.002)	Supported
H6: Trust has a positive impact on flow in VSNs	+	0.79 (4.16/ < 0.0001)	Supported
H7: e-WOM has positive impact on purchase intentions in VSNs	+	0.23 (3.32 / < 0.002)	Supported

Source: SEM data processing results, 2017

Based on Table 3 above, the structural model showed that from seven hypotheses in this study, there were two rejected hypotheses, which are Hypothesis 1 and Hypothesis 4. This result is indicated by the *t* values and the level of significance of the regression Hypothesis 1 and Hypothesis 4, where the *t* value is lower than the minimum value of 1.96 and the level of significance at the level above 5%. Meanwhile, the rest hypotheses, Hypothesis 2, hypothesis 3, Hypothesis 5, Hypothesis 6, and Hypothesis 7 are supported in this research. This result is indicated by the *t* values and the level of significance of the regression 2, hypothesis 3, Hypothesis 5, Hypothesis 6, and Hypothesis 7, where the *t* value is greater than the minimum value of 1.96 and the level of significance at the level below 5%.

Based on the analysis result, statistically VSN attributes are not significantly affecting flow and are considered as unacceptable. It is shown by the significance level (α) is more than 5% or 0.05. In addition, the *t*-values is -0.56, with probability-statistic equal to 0.5761. Thus, the first hypothesis (**H1**), which states that VSNs' attributes have a positive impact on the flow, is unacceptable. The result of this

hypothesis is accordance with the research conducted by Amadie (2015), which stated that the usage of social media could cause depression. This research also strengthened by the research conducted by Professor Dr. Joanne Davila, her colleague, Lisa Starr, and Stony Brook University, which found that “users who frequently discussed their problems with friends, through social media, experienced higher levels of anxiety than those who did not” (p.7). The recent article written by MacMillan (2017) analyzed five social media, which are YouTube, Twitter, Facebook, Snapchat, and Instagram. From those social media, YouTube is the safest for health and wellbeing. In contrast, Instagram is the most dangerous social media, which could cause high levels of anxiety, depression, bullying, lack of sleep quality and FOMO, or the “fear of missing out.” In this research, Instagram received the highest percentage in this research, which is 32.43%, or there were 274 respondents out of 311 respondents use Instagram. This might be one of the reasons why the respondents did not enter flow state while using social media, not to mention also Instagram. There might be some of people felt enjoy while accessing social media, but unfortunately the respondents of this research felt that they were not really felt enjoy in accessing their social media.

Second, VSN attributes are significantly affecting e-WOM and are considered as supported (**H2**). It is shown by the significance level (α) of this hypothesis is less than 0.04% or 0.0004. In addition, the t-values is 2.07, with probability-statistic equal to 0.0396. This result is well aligned with the research of Yoon (2012), which explained that VSN provides a ‘place’ for the users to share about their memorable shopping experiences in their social network account. Soares et al (2012) stated that when interacting in social network, social relationships have a positive impact on WOM. In which, according to Mortazavi, Esfidani, and Barzoki (2014) social relationship is also counted as VSNs’ attributes. Yan et al. (2016) also stated “social media also become a place for users to share their thoughts about the quality of goods or services they purchased, or about their shopping experience” (p.62).). This research found that VSNs’ attribute made VSN become a channel to encourage the users to share and exchange information and experiences about product or service, which also called as electric word-of-mouth (e-WOM). Therefore, this hypothesis proved that VSN attributes do have positive impact on encouraging the users to perform e-WOM in VSN. The better the attributes are, the more they tend to conduct e-WOM in VSN.

Then, this research also found that VSN attributes are significantly affecting trust and are considered as supported (**H3**). It is shown by the significance level (α) of this hypothesis is less than 0.02% or 0.0002. In addition, the t-values is 3.90, with probability-statistic equal to 0.0001. The result of this hypothesis also aligned with the research of (Kwon & Wen, 2010; Lin, 2006; Fetscherin & Lattemann, 2008), Zhou (2012), Vance et al. (2008), and Benamati et al. (2010) showed that VSNs attribute, which is ease of use, has an impact on trust. Ease of use in VSN, encourage people to register their account. Soares et al. (2012) also stated that “SNs are based on a process of sharing contents, ideas, photos, music and so on. Sharing implies trust, ‘an important social lubricant for cooperative behavior’” (p. 108). In which, based on Liu et al. (2010) stated that trust in users’ ability is a part of trust. In addition, Grabner-Kräuter & Bitter (2013) research result also support this results. They stated that when the users visit VSN for the first time, the initial trust, regarding with cognitive perceptions of network characteristics, such as size of the network, current number of participants online, discussed topics, privacy and security, usefulness and ease of use of the network, can be developed. Those characteristics can be considered

as an important base or antecedents of trust network in the formation phase of initial trust in the site network, or well known as "self-researched". Thus, this research found that when the attributes of VSN are good enough, it can develop both users' trust in VSN and trust in users' ability.

Fourth, this research found that flow does not have a positive impact on e-WOM (**H4**). It is shown by the significance level (α) of this hypothesis is more than 5% or 0.05. In addition, the t-values is 1.92, with probability-statistic equal to 0.0562. This research found that even when the VSN users in Yogyakarta enjoyed accessing the VSN, some of them are still not encouraged to share experience and/or knowledge regarding products or services in their account. The research result of Mortazavi, Esfidani, and Barzoki (2014) proved that flow does not have any positive impact on e-WOM. One of the reasons why this condition occurred is related to privacy issues. Gangopadhyay & Dhar (2014) supported this result by stating that the information shared into their VSN is also visible to unknown person that can lead to privacy issue. The clear example can be seen in Azimi & Ghomi' research (cited in Gangopadhyay & Dhar, 2014) which stated that "It is even seen that people give information like 'taking a break', 'going for a holiday', etc. It is quite possible that it might lead to break-ins and robbery in their absence" (p.4). Once they post about anything in their VSN, it cannot be deleted. Even the users can delete their post manually, there is a probability that the other users will screenshot or take a picture of that posting. Those reasons are one possibility why VSNs' users tend not to share their experience of using service or product on their social media. They refused to have their privacy revealed and/or disturbed.

Fifth, this research also found that trust is significantly affecting e-WOM and is considered as acceptable (**H5**). It is shown by the significance level (α) of this hypothesis is less than 0.2% or 0.002. In addition, the t-values is 3.30, with probability-statistic equal to 0.0011. this result is aligned with the research of Soares et al. (2012), which stated that trust has an impact on WOM. In addition, the research of Gupta & Harris (2010) also supported this result. They proved that though e-WOM is written by strangers, whom they do not know closely at VSN, there are still many users who use and trust those kinds of e-WOM as information for evaluating a product or service. Abalesei & Sandu (2015) stated that the process of e-WOM is started from a sense of belonging to a group that shares the same beliefs, interests, and thoughts towards certain products or services, which is counted as trust in users' ability. This result, also prove that the theory of Gefen & Straub, Lu et al., and Zhou (2012), which mentioned that trust in users' ability is also a part of trust that might influence e-WOM. Kassim and Abdullah (2010) also found that trust does have a role in influencing VSN users to perform e-WOM. This result proved that when VSN users' performed e-WOM, it means that they already trust the other users and/or the VSN itself. There are two of well-known online-based forum in Indonesia, which are *Kaskus* and *Female Daily Network*. Both of them are online forum, which the users can share, discuss and/or gain information, especially products and services review of particular brand or company. In *Female Daily Network* itself, there are about 10,000 beauty products that have been discussed. The website is easy to use, in which can affect the users to trust the website, and encouraged to perform e-WOM. After posting about their opinion, the column of comment that available in the website, allows the other users to also give their opinion, and also discuss about the same product, whether they are agree or disagree with the user who post about the certain product. Therefore, the result of this hypothesis is different with the research by Mortazavi et

al. (2014) might be because this research was conducted in different area, with different habit, behavior, and lifestyle.

Sixth, based on the analysis result, statistically trust is significantly affecting flow and is considered as acceptable (**H6**). It is shown by the significance level (α) of this hypothesis is less than 0.01% or 0.0001. In addition, the t-values is 4.16, with probability-statistic equals to or less than 0.0001. This result indicates that this research proved that trust does have a positive impact on flow of VSNs' users when they access their account. This result is consistent with the research of Moertazavi, Esfidani, & Barzoki (2014), which found that trust positively affect flow in VSNs. In addition, this result also aligned with the research result of Zhou (2011), which proved that trust has a significant effect on flow experience. When accessing VSN, if the users trust the website, the users will feel more comfortable, safe, and enjoy while accessing the web. Besides, Gefen (2003) also stated that trust can provide a guarantee that the users will get positive result in the future. It means that when the VSN users' trust both the website and/or other users, they believe that they will get a good experience while accessing their VSN, and it will increase their *perceived control*, which also counted as a part of flow. Thus, this result proved that trust does influence the flow's of VSN users, especially the element of enjoyment and perceived control. The users' will feel less worrisome, have more enjoyment while accessing the website.

Last, electronic word-of-mouth (e-WOM) is significantly affecting purchase intentions and is considered as acceptable (H7). It is shown by the significance level (α) of this hypothesis is less than 0.2% or 0.002. In addition, the t-values is 3.32, with probability-statistic equal to or less than 0.0011. This result, as it has been expected, indicates that e-WOM in VSN positively influence on purchase intention. This result is aligned with the research of Jalilvand & Samiei (2012), which found that e-WOM has strong positive effect on customers' purchase intention. This research also found that e-WOM plays a major role as an important antecedent in customers' behavioral intentions, rather than other promotional media. Another research such as Ye et al. (cited on the research of Ladhari & Michaud, 2015) also found that the online reviews significantly influence the increase of hotel reservation. It means that now it becomes a habit. Before customers make a reservation in a hotel, they tend to find a review of it. In addition, Baitaneh (2015) also proved that e-WOM significantly influence customers' purchase intention. This research also found that nowadays customers have not stopped reading other people's posts about their experiences toward one company. As a result there are many online recommendation and evaluation, and many people will depend seriously on online opinions that might caused purchase intention. In addition, the research of Chen, Teng, Yu, & Yu (2016) also found that "e-WOM can influence the consumer attitude toward the brand, which, in turn, influences consumers' purchase intention toward the same brand" (pp. 472).

CONCLUSION

VSN attributes (ATT) positively affect e-WOM (EWOM) and trust (TRUST). Thus, it can be interpreted that the attributes contained within the VSN can affect trust of users, and also can encourage users to perform e-WOM. It means, the easier the system is, the more probability the users can trust the web, and perform e-WOM. This research found that VSN attributes does not have a positive impact on flow. It can be occurred because a recent research found that the usage of social media could cause depression, and anxiety. Last is, this researcher also found that electric word-of-mouth (e-WOM) has a very strong influence on purchase intentions (PI). It is because nowadays people tend to put more trust on friends' recommendation, whether it is opinion, review, or experiences in using certain product or service, compared with advertisement, which made by the company. Simply because, friends' recommendation provide more honest, unbiased information compared with advertisement by the company. Therefore, this research implied that it is important for the company to put more consideration on the role of electronic word-of-mouth (e-WOM). E-WOM has strong influence in affecting VSN users' purchase intention. Also, if, a company want to make their own website, blog, and/or social media, it is important to have a good attributes in order to make the users or visitors get the right flow, enjoy accessing the site, then they started to trust both the site and also other users. Those conditions could lead to the occurrence of electronic word-of-mouth (e-WOM).

LIMITATIONS AND FUTURE RESEARCH

Limitations

The limitations of the research are as follow:

1. The results are based on a relatively large and randomly selected sample that may create a bias from a single source data.
2. There might be other variable that affect positive flow besides VSNs' attributes, and also for electric word-of-mouth (e-WOM) besides flow, which not included in this research.
3. Researcher does not limit which social media that are used.

Suggestion

For empirical studies, researcher suggests the future study to examine the other elements that might affect flow and e-WOM behaviors and consequences in VSNs.

For marketers, first, this study will contribute in giving the understanding about the decision making to create purchase intention and encouraging the consumers through e-WOM communication, especially for VSN users. The marketers can start by creating the attributes that will affect consumers, such as entertainment and information disclosure, so the users will be more attracted to the account and are motivated to do e-WOM. Secondly, it is important for marketers to consider the

strong role of e-WOM that is currently affecting consumers', especially VSN users' purchase intentions. This situation has put company to experience increasing risk, because the company cannot control information spread in the Internet, whether it is positive, or negative information. Therefore, marketers should be able to use e-WOM in social media as a strategy to get closer to the consumer. Thus, the company will understand more about what the customers' wants and customers' perspective about product or service produced by the company.

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