

THE INFLUENCE OF USING SOCIAL MEDIA TOWARD ONLINE SELLING AND THE FORMATION OF ONLINE COMMUNITY IN INDONESIA

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ABSTRACT

In the modern era, internet can be classified into primary needs. Internet is not only used by the businessman, but with the help of sophisticated technology, the primary schools student was already able to access the internet by using computers and smartphones. It can also be seen as a business opportunity and the media to promote their products by using social media. Because of some social media are easy to use (user-friendly interface), numbers of social media are used as a facility to selling variety of product, started from cosmetics to motor vehicles. Social media not only provides the ease for sellers and buyers in promote, select and purchase the product, but also gives the advantage to the seller who join in a community of online sellers such as KasKus (Kasak-Kusuk). Kaskuser (the name of Kaskus member) are not only talk about the commodities that are sold by them, but also a lot of information that can be mutually exchanged between Kaskuser. Based on the matching point between the demand and previous literatures, internet and social media can be classified as primary needed for increasing number of selling and communities can be classified as secondary needed. Therefore, this paper aims to to explore whether there are any direct and general significant influences of using internet and social media toward each variabel and general dimension of the level of sales and the formation of a community. This paper uses quantitative research methodology by retrieving data from member of community (Kaskuser) based on marketing theory, which then processed statistically using Partial Least Square. The findings of the paper describe the key factors which have significantly influences, and also describe how these key factors affect each other.

Keyword: Social Media, Online Selling, Online Community, KasKus, Indonesia

INTRODUCTION

Social media seems to be the cheap stuff, even free ones, which can be enjoyed by everyone. It is not hard to find. All seemed to be presented in front of the eyes. Variety of attitudes and behavior in response to presence of social media becomes a researchable phenomenon in the eyes of academics. Some theories of psychology and social theory were often used as a tool to probe the social media movement. Acceptance of internet technology (including social media) by the community was described as a social and psychological phenomenon.

Cyber-Optimist have a belief that virtual words can build friendships beneficial psychologically and socially. However, the stronghold of Cyber-Pessimist assume otherwise. As a digital goods, social media can be considered as satisfying the needs of its users. That pride may be joined forever, and make friends with fellow social media lover. They form a community which is based on the needs or motives that can be met by social media.

A variety of empirical research or event indicates that social cohesion can improve economic resources or community development on an ongoing basis. Social capital can be transformed into something that has economic value, or becoming a financial gain. When friendships provide a free solution of a problem, the exchange of ideas and the idea was seemed to be a no-cost item. The absence of rate actually became a financial savings, if the search of idea beyond the media must be paid. By using social media, we can reach it with a near-zero marginal cost. This applies to the social media lover with business motives. Purposes and motives of social media also seems different with variety of reasons and arguments.

Thus, this study aims to answer following research questions:

RQ1. What the impact of the use of social media as a means to promote commodity sold by online sellers?

RQ2. What is the most powerful factor in excuse someone to join in formation of online community through social media?

So, by answering these two research questions, the usefulness and function of internet using can be seen clearly.

LITERATURE REVIEW

Profile of internet user in Indonesia

At the end of the year 2012, the number of Internet users in Indonesia reached 61.08 million people. The figure rose by about 10% compared to the year 2012. Furthermore, 40% of Internet users in Indonesia (24.2 million people) access the internet more than 3 hours per day, 58 million people (95%) access the Internet from your notebook, netbook, tablet and mobile devices. From the number of Internet users in 2012, 56.4% of them include "bargain hunter" - who willingly to spend for hours surfing the Internet to find the best deals and information about their needs.

The highest internet users are in the age group of 20-24 years which reach 15.1% of the population (Head of the National Internet Registry Association of Indonesian Internet Service / APJII: 2012). According to result of research, internet users who are aged under 34 years, called as digital natives, the generation that was born and lived in the era of the Internet and connected technologically, ages are likely to shape the trends in virtual world. They are Internet literate and can intuitively can operate various devices gadgets with ease because they are already already accustomed to using since childhood.

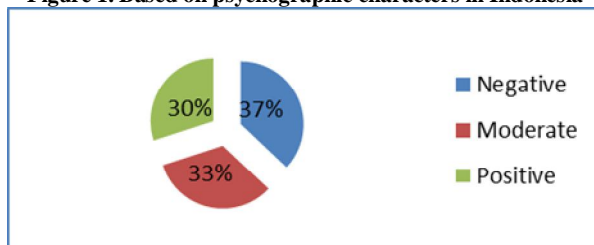
Unlike internet users over the age of 34 years. The Group referred to as digital immigrants, namely a generation who know the Internet world as they mature. This group often feel must learn to adjust to operate the gadgets, create and use a variety of gadgets, how to use e-mail and social networking, and not easy to toggle between software platforms. The process of adaptation to the Internet users in the age groups above 45 years taking place later than the digital natives who attended the technology early on.

In 2011, Facebook users in Indonesia amounted to 35,696,020 people. Besides Facebook, Indonesia is also the first position for penetration growth in the Asia Pacific region, which amounted to 20.8%. In 2009, Indonesia did a search in Google engine as much as 2.7 billion searches in Indonesia (Indonesia text ad system technology, 2010).

According to the character of psychographic, internet users can be classified into 3 types (Hasanuddin, 2010):

- Negative: internet users who consider that the more negative side of the internet and is not good for the family.
- Moderate: internet users who use the internet according to their needs. For them, the internet is a source of information and means of entertainment.
- Positive: internet users who use the internet in order not to miss the trend. For them, the internet is everything, inseparable from them.

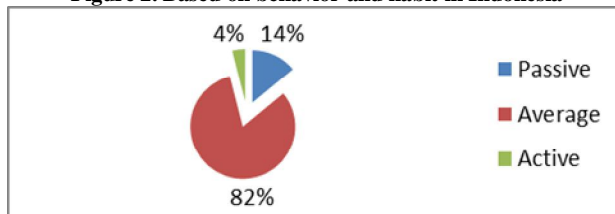
Figure 1. Based on psychographic characters in Indonesia



Internet users in Indonesia are also can be divided based on the behavior and its habits. this Division can be adapted from patterns of socio-technographic or Groundswell (2010):

- Passive: new internet users read online news limited, listen to podcasts and watch videos on Youtube.
- Average: internet users who already have an account and update the status on the social networking accounts such as Facebook, Twitter and more.
- Active: internet users are active, diligent, and he could update content through articles in their personal blogs and also in online forums. They also actively make contributions to write reviews of products and services.

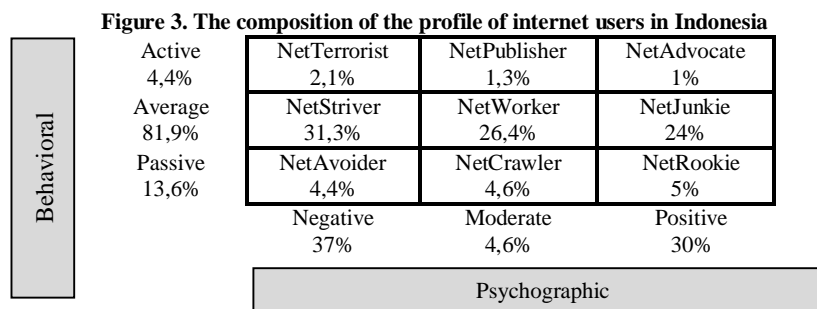
Figure 2. Based on behavior and habit in Indonesia



Consumer motivation was driving to meet the movers or needs and desires, both physiology and psychology, through the purchase or use of products and services (Lindquist and Sirgy, 2009). From both a psychographic breakdown of profile and

behavior of internet users, the internet user community profiles eventually can be categorized into 9 categories (Hasanuddin, 2010):

- NetTerrorist: Active internet users spread the aura of negativity to the community with the use of internet media
- NetStriver: the average of these groups are people who are skeptical. they live on the forum because it could comfortably perform without original identities of themselves
- NetAvoider: the Group was skeptical of the internet is too much downside for them, so that it does not linger for online
- NetPublisher: These groups use the internet as a medium for membroadcast their existence to society, they see themselves on the internet's existence something important
- NetWorker: the average person in this group to connect to the internet only to rationally use Facebook, Twitter, forum buy sell and other social media to expand their network and refreshing
- NetCrawler: for this group, the internet is rationally do matter, but the Group was just learning to use the internet for their needs and their was still a spectator in the online world
- NetAdvocate: This is a group of influencers who have openness, equality, freedom of speech and passion in delivering their idea to the public via the internet
- NetJunkie: This user is utilizing the internet to link ourselves positively with their community in the online world
- NetRookie: a group of new entrants in the internet world, they build karakter as to be known by NetJunkie people in the online world



Social Media

Social Media is an online media, with its users could easily participate, share, and create content including blogs, social networking, wikis, forums and a virtual world. Blog, wiki and social networking is a form of social media is the most commonly used by people around the world. Social Media invites anyone interested to participated by giving contributions and feedback openly, make comments, and share information in a rapid and unrestricted.

Social Media technology took a variety of forms including magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, ratings and social bookmarking. By applying a set of theories in the field of media research (social presence, media richness) and social process (self-presentation, self-disclosure), Kaplan and Haenlein creating classification schemes for the various types of social media in their articles in Business Horizons in 2010. According to Kaplan and Haenlein (2010), there are six types of social media:

- Collaborative projects: Website permit the user to able to modify, add, or remove content to existing content on the website, for example Wikipedia.
- Blog and microblog: User more freely in expressing something on this blog like a vent or criticizing government policies. For Example, Twitter.
- Content: users of this website share media content, such as video, eBooks, images, and more. For example Youtube.
- Social networking: Applications that allow a user to connect with how to create a personal information so that, it can connect with other people. Personal information icould be like the photo. For examples Facebook.
- Virtual game world: A virtual world, where user can make 3D replica of environments, where users could appear in the form of the desired avatar and interact with others appropriately in the real world. For example online game.
- Virtual social world: A virtual world where users feel living in a virtual world, just like virtual game world, then interact with others. However, Virtual Social World more free, and more toward life, for example second life.

According to Wahono (2012), successful social media has the following characteristics:

- Based on community;
- Spatially web 2.0, which means that everyone in the community that could contribute;
- Can be accessed by anyone due to the tendency of people to take advantage of social media as a means of advertising
- Can make its own culture

According to Mayfield (2008), social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics:

- **Participation:** social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
- **Openness:** most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content – password-protected content is frowned on.
- **Conversation:** whereas traditional media is about “broadcast” (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.
- **Community:** social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favourite TV show.
- **Connectedness:** Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.

The point is by using social media will make us being ourselves. In addition to the speed of information that can be accessed in a matter of seconds, being yourself in social media is the reason why social media is growing rapidly. There is no exception, the desire for self-actualization and needs of creating personal branding. Based on research which is conducted by StatCounter from 2009 to 2011, social media which the most widely used in indonesia is facebook (92,61%), then Youtube (2,72%), Twitter (2,39%), Digg (1,11%), StumbleUpon (0,34%), Delicious (0,16%) and the last is NowPublic (0,12%).

Online marketing

According to Kotler (2004), E-Business is the use of electronic devices and programs in the company for running the company's business activities. And according to Chaffey (2008), E-business is all electronic which mediate exchange of information, both within an organization and external stakeholders to support a wide range of business processes. E-business occurs when a company or individual communicate with clients via e-mail. Marketing through the internet, selling products or services through the internet, using the internet for market research, using the internet to hire people, using the internet for the promotion of products and services, and so on.

According to Turban (2009), E-Business can be classified based on the characteristics into six types:

1. Business to Business (B2B), which is currently the most dominant in the e-business practice.
2. Business to Consumer (B2C), is the value of transactions with individual buyers
3. Consumer to Business (C2B), where consumers can sell products directly to other consumers.
4. Consumer to Business (C2B), includes models of individuals who sell products and services to the organization, as well as individuals who are looking for a seller, interact with those seller and doing transactions.
5. Non Business Electronic Commerce, consists of a non institutional business such as educational institutions, non-profit organizations, religious organizations, social organizations, and Government agencies.
6. Intra-business (Organizational) Electronic Commerce, includes all the internal activities of organizations that are normally do through the internet and includes the exchange of goods, services or information. Internal activity could be variant start from selling products to corporate employees, to online training activities.

In addition to the commercials, there are stwo other mass promotional tools namely sales promotion and public relations. Sales promotion itself consists of short-term incentives to encourage purchases or sales of products or services. If the ads offered reasons for buy a product or service, then the sales promotions emphasize the reasons why we should buy those product or service right now (Kotler and Armstrong, 2004). The purpose of promotion is to attract consumers to try new products, so that consumers will leave the last product that they used and pay tribute to the loyal consumers. While purpose of the trade promotional include making retailers sell new products and giving more space to supplies, so customer have a willingness to buy in advance (Kotler and Armstrong, 2004).

Online Community

According to Ferguson et al. (2004), the online community is a place where a bunch of people getting together for a wide sense of community (SOOC) as people who do not know each other, have in common interests, in an internet site that offers some online services, including: access to the social environment, community services, legal information, and e-commerce services. Social Media established new social theory. This Media form a community of users who may not be formed if none of this media, because it takes the connection because the location are far apart (Jones, 1997).

Rheingold (1993) defined online community as social aggregation that emerge from the internet when enough people carry on those public discussion long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace. This definition points out the following keywords: social aggregation of members, network communication, discussion on a long time span, emotion and relationship.

In 2001, Dueber and Misanchuk held a research on sense of online community (SOOC) by make master students who took long-distance classes as respondent. The following is a summary of the results of his research:

Table 1: SOOC of Dueber and Misanchuk (2001)

Factors	Items
Membership	Explicitly express that this is a safe space Offer to help/give information without direct request Display shared symbol system Give basic verbal support Humor of a personal nature References one another by name Member check General question implying a request for support
Influence	Give minnority option Attempt to build/enforce symbol system Ask for/give neutral/popular options Ask for clarification
Needs	Ask for understanding/apologize Request basic or immediate information Exhibit experience/expertise Express thanks Express frutation Request elaboration
Shared emotional event/ conection	Ask about shared history Express happiness in a group Reference to orientation

Relationship of variables

According to research from Ming Chu (2009), online communities members’ helping behavior represents a large pool of product know-how. They seem to be a promising source of innovation capabilities for new product development. The results from Park and Cho (2012) confirmed the positive relationship between commitment to a social network online community and information seeking behavior at the community. This relationship was expected to be moderated by individuals’ sensitivity to group conformity. Results also found commitment will be developed when the individuals are psychologically attached to the community.

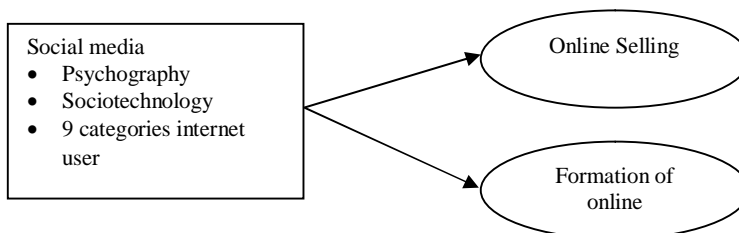
METHODOLOGY

Theoretical framework

Social media was formed by three indicators, namely: psychography, sociotechnology and 9 category of internet user. Psychography need to be clearly analyze from three characters, they are positive, moderate and negative. In the sociotechnology, the indicators are positive, average, and active. Internet user consists of nine categories, namely: NetTerrorist, NetStriver, NetAvoider, NetPublisher, NetWorker, NetCrawler, NetAdvocate, NetJunkie, and NetRookie.

Those 3 indicators which exist in social media. The analysis will be developed in terms of general significant influence of social media toward variabel of online selling and formation of online community.

Figure 4. Theoritcal Framework



Measurement

For measurement, the tool of this study is a questionnaire that uses four point Likert scale, in which the participants are requested to choose the one of the available options based on their agreement level from one point to four point in order to identify their profile as internet user and the usefulness of social media for them.

Sampling design

The samples that used in this study is the online seller who use social media as tools for promotion and member of KasKus Community in Indonesia. A survey is distributed via online questionnaire and a random sampling is used for this study.

Analysis Method

The data of participant in this study were analyzed by IBM SPSS Statistics 20. Descriptive statistic was used to analyze the participants characteristics. The reliability and validity in this study also verified, and the correlation between variables was analyzed by Pearson correlation.

RESULT AND FINDING

Sample description

For this study, there are 2 groups of respondents. First, online seller who used social media for promoting their commodity. A total of 208 questionnaires were distributed for online seller and 191 valid responses were collected. The majority of the samples sex is female (60%), the age ranged between 15-30 years old (86.7%), being online seller for 1-3 years (86.67%), location in Jakarta (50%), with the most commodity is cloth (53.33%), duration in access social network for more than 3 hours (80%) and they use smartphone to access social media (36.7%). Second, people who used social media to form online community in KasKus. A total of 112 questionnaires were distributed for online seller and 110 valid responses were collected. The majority of the samples sex is male (78,95%), the age ranged between 15-30 years old (89,5%), they join in online community for 1-3 years (57.9%) with the most of respondent come from 'computer stuff' forum (47.4%), the most location in Jakarta (57,9%), duration in access KasKus for more than 3 hours (84,2%) and they use smartphone to access KasKus (52,63%).

RELIABILITY AND VALIDITY ANALYSIS

Reliability is measuring tool contains a level of variabel error. Cronbach alpha value are commonly used to measure the degree of consistence of various facets in the same dimension. The higher reliability coefficient represents a higher correlation of respective dimension, which illustrate a higher internal consistence. When Cronbach's α is greater than 0,7, it referred to as high reliability, when the value falls between 0,7 and 0,35, it is considered as fair reliability, and the value smaller than 0,35 is taken as low reliability (Lin, 2010). The result questionare reliability analysis show that the Cronbach's α value of the social media is 0.799, online seller is 0.880 and online community is 0,937. Based in this result, we can conclude that both variables in this questionnaire reaching high level reliabltly, which means the high consistency of questionnaire for this study.

On the other hand, validity of the questionnaire is the aspect that we have to considered too. Validity this study is defined as measuring of the level of validity or the validity of an instrument (Simamora, 2004:172). Validity testing is done using the grain analysis techniques (validitas yang membandikan tiap item dengan total keseluruhan item) by correlate the score point to the total instrument score, using Pearson Product Moment correlation.

After tested the validity by using IBM SPSS Statistics 20, then the next step is comparing the r numbers of Pearson correlation results with the minimum number of qualify r in standard table. So if the correlation between the items with a total score of less than the minimum number of qualify r in standard table then the item in the instrument is declared invalid. Whereas if the correlation coefficient equal to the minimum number of qualify r in standard table or more, then the item is valid instrument. The number of r on the questionnaire items social media are from 0.144 to 0.706, while the number of r on the questionnaire items online seller are from 0,395 to 0,831 and the number of r on the questionnaire items online community are from 0,339 to 0,821. From this data, we can conclude that the questionnaire of social media, online selling and formation of online community in this study have valid items.

The impact of social media toward online selling

Based on results from data processing which using smartPLS M3 2.0, the researcher found a model which interpret the impact of social media to online selling as display on Figure 5.

Table 2: The result of data processing of social media toward online selling

	AVE	Square root of AVE	R Square	Communality	Redundancy	Cronbachs Alpha
OL SELLING	0,567	0,753	0,555	0,567794	0,239212	0,857
SOCIAL MEDIA	0,471	0,687		0,471675		0,874

Figure 5. The impact of social media to online selling (after through an elimination)

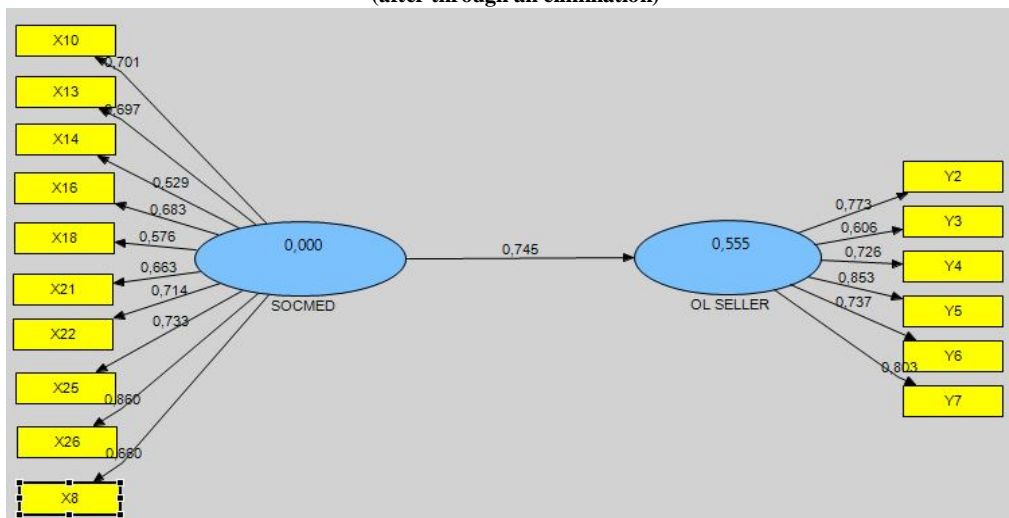


Figure 5 display a reestimation model, the researcher found that R-square value interpret the impact of dependent latent variable to independent latent variable. R-square show 0,555, it means that variability of online selling construct is 55,5 percent while 44,5 percent of online selling construct was explained out of variable which is used in this research.

Parameter coefficient social media to online selling is 0,745. It show that there is positive impact of social media to online selling. It means, If online sellers more actively using social media as a tool of promotion, they will get a higher revenue through online promotions. The squareroot of AVE value of online selling construct is larger than the latent variable correlation, it means that all construct in model which is estimated by researcher fill criteria of discriminant validity (Ghozali, 2008). The AVE value of online selling construct is more than 0,5 and it show that online selling construct is valid (Ghozali, 2008). Parameter coefficient and t-stat show kind of impact and how strong social media can impact online selling. From the table, parameter coefficient show that social media can impact online selling for 74,5 percent.

Table 3: Parameter coefficient and t-stat value of social media toward online selling

Construct	Parameter coefficient	t-stat value	Explanation
Social media to online selling	0,745	21,64 > 1,96	Have a positive impact and significant
Construct	Alpha cronbach	Composite reliability	Explanation
Online selling	0,857 > 0,70	0,886 > 0,70	The construct has a good realibility

Based on result of data processing in this study, if an online seller can strengthen their personal branding in social media, so they will get an increasing number of purchases as the results of the promotion by using social media. An increase in the number of purchases come from the addition of a reseller of commodities.

The impact of social media toward formation of online community (in KasKus)

Based on results from data processing which using smartPLS M3 2.0, the researcher found a model which interpret the impact of social media to formation of online community as display on Figure 6.

Table 4: The result of data processing of social media toward formation of online community

	AVE	Square root Of AVE	Composite Reliability	R Square	Communality	Redundancy	Cronbachs Alpha
OL COM	0,510	0,7145	0,942	0,582	0,511	0,254669	0,936
social media	0,487	0,698	0,933		0,487		0,922

Figure 6. The impact of social media to formation of online community (after through second elimination)

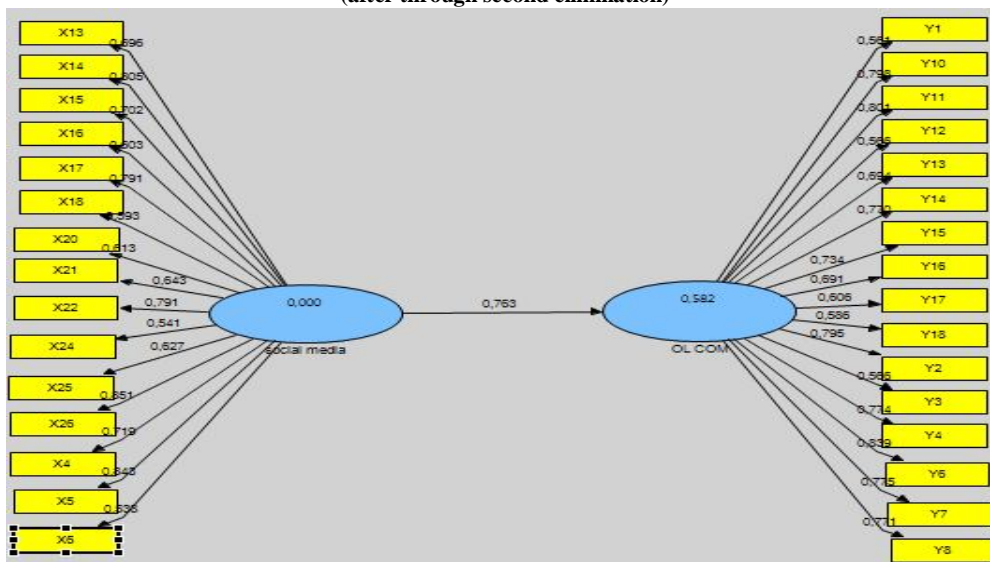


Figure 6 display a reestimation model, the researcher found that R-square value interpret the impact of dependent latent variable to independent latent variable. R-square show 0,581, it means that variability of online community construct is 58,1 percent while 41,9 percent of online community construct was explained out of variable which is used in this research.

Parameter coefficient social media to formation of online community is 0,763. It show that there is positive impact of social media to formation of online community. It means, if someone frequently access the social media, then their interest in joining the online community will be even greater. The squareroot of AVE value of online community construct is larger than the latent variable correlation, it means that all construct in model which is estimated by researcher fill criteria of discriminant validity. The AVE value of online selling construct is more than 0,5 and it show that online selling construct is valid. Parameter coefficient and t-stat show kind of impact and how strong social media can impact online community formation. From the table, parameter coefficient show that social media can impact online selling for 76,3 percent.

Table 5: Parameter coefficient and t-stat value of social media toward formation of online community

Construct	Parameter coefficient	t-stat value	Explanation
Social media to formation of online community	0,763	36,13 > 1,96	Have a positive impact and significant
Construct	Alpha cronbach	Composite reliability	Explanation
formation of online community	0,936 > 0,70	0,933 > 0,70	The construct has a good reality

The need for self-actualization through social media is the biggest factor that drives someone to join in the formation of an online community. If they have joined into this online community, they will tend to more often reveals what they feel or think, according to them, online community is a convenient place to share.

CONCLUSION

It is clear that social media and its indicators have direct influences to online selling and formation of online community. Furthermore, this study concludes that personal branding in social media can increase the number of selling product by adding more reseller for commodities. So does online community, self-actualization through social media is the biggest factor that drives someone to join in the formation of an online community. According to Maslow’s hierachy needs, the highest need of someone is self-actualization that can be realised in the form of community. With the sophistication of technology, the internet can provide many benefits to persons when they are able to optimize the use of the internet and social media.

LIMITATION AND FURTHER RESEARCH

This study have limitations. First, the sample is not enough to represent the total online seller in Indonesia. Second, this study just researched twitter and facebook users only as a tool for a promotion, so that the results of this study can not be generalized to other types of social media. Third, its limitations of time so it is not possible to distribute questionnaires online in longer time. In

the future, more studies are needed on different types of social media to identify similar impact on online selling and the formation of online community.

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