

The Influence of the Dimensions of Social Media Advertising Features on Customers' Purchase Intentions at Tokopedia.Com During the COVID-19 Pandemic

Melian Elsa Putri
SatriaBangsawan
Mahrinasari MS*

*Corresponding Author: Mahrinasari MS
Master of Management Faculty of Economics & Business, University of Lampung, Indonesia*

ABSTRACT:

Over time, social media is increasingly being used as a platform to carry out marketing and advertising activities. Companies spend a lot of money on advertising on social media. However, there is always a challenge for companies in designing advertisements on social media to successfully attract customers and motivate them to deliver their brand. Tokopedia is an E-Commerce company that is engaged in buying and selling goods online. Tokopedia also carries out advertising activities on social media, be it YouTube, Instagram, or Facebook. Social media advertising is one of the effective ways to attract potential customers, retain the attention of current customers and influence them through persuasive content. Although the advantages are abundant and clear, variation among consumer responses to social media advertising remains a major challenge. Therefore, this study aims to analyze the effect of dimensions based on social media advertising features, finding differences in their individual traits, in terms of what factors influence their purchase intentions. By using dimensions regarding social media advertising features: perceived relevance, performance expectations, hedonic motivation, informativeness, and interactivity. Thus, this studies the main factors related to social media advertising that can predict purchase intention at Tokopedia. This research uses quantitative research using Structural Equation Model (SEM) with AMOS 24 application media. Data collection uses quantitative methods with questionnaires and SEM analysis.

KEYWORDS: *Social media, marketing, advertising, Customers, Purchase Intention, Structural Equation Modeling(SEM)*

Date of Submission: 10-07-2022

Date of Acceptance: 25-07-2022

I. INTRODUCTION AND LITERATURE REVIEW

In recent times, the advent of social media has changed the way companies and brands communicate and engage with their customers. Recently a spike in the increase in internet users has been seen all over the world and it is estimated that the number of internet users has reached around two billion (Carlson et al., 2020). For two years running, the world has experienced limited activities due to the Global COVID-19 Pandemic until the government decided to impose restrictions in most parts of Indonesia, to suppress the spread of the virus.

However, most people do not agree with the decision to limit this, because it has the potential to hamper their usual activities, such as going to school, going to the office, interacting socially, shopping, and so on. Despite these restrictions, people are looking for solutions so that they can still carry out their usual daily activities, one of which is by using the internet to stay productive. Currently, the internet can function as a medium for accessing information and communication globally without being limited by space and time. Based on internet world stats data, Indonesia's internet users reached 212.35 million in March 2022. With this number, Indonesia is in third place with the most internet users in Asia.

Now shopping online has become a habit for most people, including the people of Indonesia because it has become one of the interesting activities in providing new experiences in shopping for consumers. Online shopping is considered effective because it can be done anywhere and anytime. The ease and convenience of shopping online can be enjoyed through many choices of online shopping platforms. The use of the Platform is also an important factor for consumers in deciding to shop at their chosen E-Commerce.

According to Wrong (2010), e-commerce is the process of buying and selling, and marketing goods and services through electronic systems, such as radio, television, and computer networks or the internet. In Indonesia itself, examples of competitive social media platforms include tokopedia.com, bukalapak.com,

blibli.com, ZALORA, LAZADA, and so on. (AA Alalwan, 2017). One type of social media platform that is quite popular in Indonesia is Tokopedia.Com. This is based on data released by the online research institute iPrice in the first quarter of 2020 and the third quarter (2022) listed in Table 1.1.

Table 1: Comparison of the Number of E-commerce Visitors in Indonesia in the Quarter of 2020 and 2021

Quarter I (2020)			Quarter III (2021)		
NO	E-Commerce Name	Number of visitors	No	E-Commerce Name	Number of visitors
1	Shopee	71.5 Million	1	Tokopedia	158.1 Million
2	Tokopedia	69.8 Million	2	Shopee	134.4 Million
3	Bukalapak	37.6 Million	3	Bukalapak	30.1 Million
4	Lazada	24.4 Million	4	Lazada	28 Million
5	Blibli	17.6 Million	5	Blibli	16.3 Million
6	JD ID	6.1 Million	6	Orami	12.8 Million
7	Orami	5.6 Million	7	Ralali	5.5 Million
8	Bhinneka	4.5 Million	8	Bhinneka	4.5 Million
9	Sociolla	3.1 Million	9	JD ID	3.6 Million
10	Zalora	2.4 Million	10	Zalora	2.6 Million

Source: Iprice (databox)

Based on the data in Table 1.1, it can be seen that in the first quarter of 2020 and the third quarter of 2022, which coincided with the beginning of the Covid-19 pandemic, it was stated that Shopee was the most in-demand because it had the highest number of e-commerce visitors during the first quarter of 2020 with 71 visitors. 5 million, which is superior to e-commerce that has previously triumphed, including OLX, Bukalapak, and Tokopedia. But on the other hand, in the third quarter of 2022, amid high demand for online shopping services, the Tokopedia Company managed to become one of the internet companies in Indonesia that we're able to shift Shopee's position in terms of the number of visits to the Platform.

In addition, Tokopedia is one of the e-commerce platforms that recorded an increase in transactions in 2020 up to 130% compared to the same period in 2019. The COVID-19 pandemic has accelerated the adoption of digital systems in shopping activities. Tokopedia itself is aware of changes in online shopping behavior trends (Rawson, 2020). Seeing the high intensity of internet use, digital media has been considered one of the options for placing advertisements, especially on social media. Social media advertising is one of the effective ways to attract potential customers, retain the attention of current customers and influence them through persuasive content, although the advantages are abundant and clear, the variation among consumers' responses to social media advertising remains a major challenge. (Laroche, 2013). One of the studies that focused on the main aspects of social media advertising was conducted by (A. Alalwan, 2018). This leading study, (A. Alalwan, 2018) identified six main aspects related to social media advertising namely: performance expectations, hedonic motivation, habits, interactivity, informativeness, and perceived relevance. From these aspects, performance expectations, hedonic motivation, interactivity, informativeness, and perceived relevance were found to be predictors of customer purchase intention. With the rapid development of the internet, advertising has entered a generation where advertisers and consumers can communicate with each other in real-time (Voorveld et al., 2018). This is due to the high chance of product advertisements being seen by social media users. Tokopedia also does not miss this opportunity to be one of the attractions of the community, namely always maximizing sales promotions by utilizing advertising features.

As e-commerce with the most users, Tokopedia in maintaining its existence needs to make efforts to introduce advertising features to consumers consistently. This is because advertising has a very large influence and wide reach. An advertisement involves mass media (TV, radio, magazines, newspapers) which can send messages to a large number of groups of individuals at the same time. However, the use of monotonous advertising features can make people bored and even not interested in seeing them, therefore Tokopedia decided to collaborate with South Korean vocal groups BTS and BlackPink.

This is done by Tokopedia to influence or invite consumers to be interested in using the product, especially since Internet Influencers are usually based on imagery from a well-known celebrity (Royan, 2013).

Purchase intention indicates the possibility that consumers will plan or are willing to buy a particular product or service in the future. If consumers have a positive purchase intention, then positive brand involvement will encourage the purchase. (Tiinus, 2019). Consumer purchase intention is an important aspect

for marketers because it determines whether consumers will make a purchase or not make a purchase on the decisions that consumers make.

With the advertising feature on social media, now Tokopedia has expanded its advertising on social media with the aim that consumers can see the latest info from Tokopedia. Therefore, this study will examine the six main factors related to social media advertising and their impact on purchase intention based on previous research conducted by (A. Alalwan, 2018) but with the object of research Tokopedia.

a. Digital Marketing (Digital Marketing)

Information is an important medium that plays a role for marketers to win the competition. Advances in digital telephone networks, interactive cable television, personal computers, online services, and the internet have made information faster and easier to obtain (Paul, 2016). The internet has several attractions and advantages for consumers and organizations, for example, convenience, access 24 hours a day, efficiency, space and relative alternatives, unlimited choices, personalization, potential sources of information, and others (Chandra, 2014).

b. Social Media Ads And Purchase Intention

Previous studies in the literature show evidence that consumers' perceptions and attitudes towards social media advertising influence their behavior (i.e. purchase intention) and this perception is also positively associated with advertising recall and awareness (Boateng and Okoe, 2015; Brettel et al., 2015; Chu et al. ., 2013). It is also proposed that social media is considered a source of information used by consumers during the process of purchasing a new product from gathering information to comparing alternatives or providing feedback after purchase (Zhu and Chang, 2016; Alalwan et al., 2017).

c. Unified Theory of Acceptance and Use of Technology UTAUT 2

The UTAUT2 model was introduced by Venkatesh, Thong, and Xu (2012). The UTAUT2 model is an extension of the UTAUT model. If UTAUT is used to measure consumer behavior in the context of an organization or company, then UTAUT2 was developed to measure consumer behavior in an individual context (Indrawati, 2017).

d. Social Media Ads

Social media is an important component of digital marketing (Kotler & Keller, 2016). Advertising can be a cost-effective way to spread a message, either to build brand preference or to educate people. Social media uses advertising as a source of income.

e. Purchase Intention (Purchase Intention)

According to Kotler and Armstrong (2018), purchase intention is closely related to consumer behavior. This can occur when consumers are stimulated by external factors which ultimately lead to purchases based on the personal characteristics of each individual in determining. According to Kotler & Keller (2016), the definition of purchase intention is a consumer behavior that occurs when consumers are stimulated by external factors and come to make purchasing decisions based on personal characteristics and decision-making processes.

1.2 Conceptual Model

Research (Alalwan et al., 2018) describes how UTAUT2 has been modified. There is a need to propose a conceptual model that covers the most important aspects of social media advertising. (Dwivedi, Rana, Tajvidi, et al., 2017; Kapoor et al., 2018; Plume, Dwivedi, & Slade, 2016; Shareef et al., 2017). Such a model should also explain how these aspects can predict customer perceptions and intentions towards products and services presented in social media advertisements (Alalwan et al., 2018).

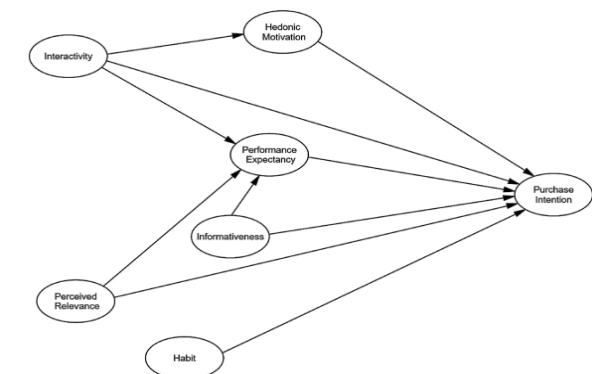


Figure 1. Thinking Framework
Source: Alalwan 2018

The framework of thought in this study refers to previous research (Alalwan AA, 2018). Where using 3 factors originating from UTAUT, namely habits, hedonic motivation, and informativeness coupled with interactivity, informativeness, and perceived relevance. Based on the above framework, the hypotheses proposed by the researcher and will be proven true in this study are:

- H1: Performance Expectancy has a positive effect on Purchase Intention
- H2: Hedonic motivation has a positive effect on Purchase Intention
- H3: Habits have a positive effect on Purchase Intention
- H4: Interactivity has a positive effect on Purchase Intention
- H5: Interactivity has a positive effect on Performance Expectancy
- H6: Interactivity has a positive effect on Hedonic Motivation
- H7: Informativeness has a positive effect on Purchase Intention
- H8: Informative has a positive effect on Performance Expectations
- H9: Perceived Relevance has a positive effect on Purchase Intention
- H10: Perceived Relevance has a positive effect on Performance Expectancy

1.3 RESEARCH METHODOLOGY AND DATA ANALYSIS

In this study, the population is Tokopedia E-commerce users. To determine the sample to be used in the study, two sampling techniques can be used, namely: Probability sampling and Non-probability sampling. This study uses primary data types. This study uses a questionnaire with a total of 31 question indicators distributed through social media with google form as a questionnaire distribution tool. The respondents' profile obtained will be seen in Table 2.

Table 2: Characteristics of respondents

No	Information	Number of people)	Percentage
1	Gender		
	- Man	- 112	- 28%
	- Woman	- 288	- 72%
2	Age		
	- 17-22 Years	- 62	- 15.5%
	- 23-25 Years	- 232	- 58%
	- >26 Years	- 106	- 26.5%
3	Work		
	- Diploma/Student	- 37	- 9.25%
	- BUMN employee	- 45	- 11.25%
	- civil servant	- 47	- 11.75%
	- Private employees	- 182	- 45.5%
	- Etc	- 89	- 22.25%
4	Domicile		
	- In the city of Bandar Lampung	- 388	- 97%
	- Outside Bandar Lampung	- 12	- 3%

Source: Primary Data Processed, 2022

Based on the questionnaire that has been distributed to all respondents via the google form link and taken as many as 400 respondents who have met the criteria, it can be concluded that the majority of Tokopedia E-commerce users are women (288 responses, 72%) with an age range of 23-25 years. (232 responses, 58%%) this reflects that the majority of users with this age range are millennial generation respondents who have a fairly high shopping style. This can also be seen from the jobs recorded by the incoming data are Private Employees (182 responses, 45.5%), and domiciled in Bandar Lampung City (388 responses, 97%).

1.4 VALIDITY AND RELIABILITY

This study implements Covariance-based Structural Equation Modeling (CB-SEM) to test the proposed research model using AMOS 23 software. The measurement model of this study uses validity and reliability which can be assessed through factor loading whose value must be greater than 0.5, the average variance extract (AVE) whose value must be greater than 0.5, and composite reliability whose value must be greater than 0.7 (Hair et al., 2014).

Table 3: Validity

Variable	Items	Loading factor	CR	AVE	Information
<i>Performance Expectancy</i>	PE1	0.984	0.990	0.963	Valid
	PE2	0.978			Valid
	PE3	0.978			Valid
	PE4	0.985			Valid
<i>Hedonic Motivation</i>	HM1	0.979	0.987	0.962	Valid
	HM2	0.980			Valid
	HM3	0.983			Valid
<i>Perceived Relevance</i>	PRR1	0.982	0.992	0.960	Valid
	PRR2	0.978			Valid
	PRR3	0.980			Valid
	PRR4	0.982			Valid
	PRR5	0.978			Valid
	PRR6	0.979			Valid
<i>Habit</i>	HB1	0.982	0.987	0.962	Valid
	HB2	0.980			Valid
	HB3	0.981			Valid
	HB4	0.980			Valid
<i>Interactivity</i>	INTER1	0.981	0.991	0.958	Valid
	INTER2	0.979			Valid
	INTER3	0.976			Valid
	INTER4	0.977			Valid
	INTER5	0.980			Valid
<i>Informativeness</i>	INF1	0.984	0.987	0.961	Valid
	INF2	0.980			Valid
	INF3	0.977			Valid
	INF4	0.980			Valid
	INF5	0.983			Valid
<i>Purchase Intention</i>	PI1	0.982	0.985	0.956	Valid
	PI2	0.976			Valid
	PI3	0.976			Valid
	PI4	0.983			Valid

Source: SEM application processed, 2022

Based on the table above, it shows that the test results of each statement item in this study using CFA AMOS have a factor loading value of 0.50. This value indicates that the indicators of this statement can measure the latent variables, so that all indicators can be declared valid and can be used for further testing. In addition, validity can also be measured using average variance extracted (AVE) to measure discriminant validity (Fornell and Larcker, 1981). To meet the discriminant validity requirements, the AVE value of all constructs 0.50. The AVE value in this research variable has a value of 0.50, so the measurement of this study can be accepted in discriminant validity.

Tabel4: Reliability Test Results

Variable	Cronbach Alpha	Construct Reliability	Information
<i>Performance Expectancy</i>	0.990	0.990	Reliable
<i>Hedonic Motivation</i>	0.987	0.987	Reliable
<i>Perceived Relevance</i>	0.992	0.992	Reliable
<i>Habit</i>	0.987	0.987	Reliable
<i>Interactivity</i>	0.991	0.991	Reliable
<i>Informativeness</i>	0.987	0.987	Reliable

Purchase Intention	0.985	0.985	Reliable
--------------------	-------	-------	----------

Source: Processed primary data, 2021

1.5 HYPOTHESIS TEST

After the goodness of fit criteria in the structural model are met, the next stage is the structural analysis of the relationship model between variables. This study used RMSEA 0.075 as the research model, within the acceptable range. Likewise, the fit index (GFI) of 0.941, the Tucker-Lewis index (TLI) of 1.000, and the comparative fit index (CFI) of 1.000 were all above the standard threshold of 0.90, implying an acceptable fit. The standard path coefficient ranges from 0.163 to 0.684. The four paths were estimated to be significant. Therefore, H1, H2, H3, H4, H5, H6, H7, H8, H9 and H10 are all supported in this study

Hypothesis testing is done by analyzing the significance level in the model based on the CR value which is higher than or equal to the T-table. The table T-table values for each level of significance are: 1% for CR 2.576; 5% for CR value 1.96; 10% for CR 1,645. After analyzing using a measurement model, the next step is to test the proposed hypothesis using a structural model.

Table 5. Hypothesis Testing Results

Hypothesis	Variable	Estimate	CR	T-table	Description
H1	Performance Expectancy → Purchase Intention	0.532	12,273	1.96	H1 Accepted
H2	Hedonic Motivation → Purchase Intention	0.258	5,245	1.96	H2 Accepted
H3	Habit → Purchase Intention	0.263	5,326	1.96	H3 Accepted
H4	Interactivity → Purchase Intention	0.257	5,207	1.96	H4 Accepted
H5	Interactivity → Performance Expectancy	0.144	2,843	1.96	H5 Accepted
H6	Interactivity → Hedonic Motivation	0.143	2,831	1.96	H6 Accepted
H7	Informativeness → Purchase Intention	0.145	2,872	1.96	H7 Received
H8	Informativeness → Performance Expectancy	0.146	2,901	1.96	H8 Accepted
H9	Perceived Relevance → Purchase Intention	0.141	2,782	1.96	H9 Received
H10	Perceived Relevance → Performance Expectancy	0.140	2,779	1.96	H10 Received

Source: Processed data, 2022

Based on Table 5 above, the estimated value is used as the direction of influence whose results are in accordance with the predictions or not, it can be seen that the variables that have been shown to have a significant effect have a CR value greater than the t table. The results of testing all the hypotheses proposed in this study show significant and influential values for all hypotheses. Hypothesis testing is done by comparing the CR value in the table above with the critical value which is identical to the t-count value, which is 1.96 at a significance level of 5%.

II. SUMMARY AND CONCLUSION

Based on the results of the analysis that has been obtained in this study using the structural equation modeling (SEM) analysis method and the method of obtaining data is carried out by distributing questionnaires to respondents who are Tokopedia users as many as 400 active respondents, then after the discussion and analysis activities are completed, now proceed with drawing conclusions and suggestions as follows:

- 1). **H1.** The first hypothesis tests whether Performance Expectancy has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 12.273. From these results, it is stated that the t-statistic is significant. because the t-statistic is greater than the t-table >1.96 so that the first hypothesis is supported. This proves that Performance Expectancy has a positive and significant effect on Purchase Intention
- 2). **H2.** The second hypothesis tests whether Hedonic Motivation has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 5.245. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the second hypothesis is supported. This proves that Hedonic Motivation has a positive and significant effect on Purchase Intention.
- 3). **H3** The third hypothesis tests whether Habit has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 5.326. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the third hypothesis is supported. This proves that Habit has a positive and significant effect on Purchase Intention.
- 4). **H4.** The fourth hypothesis tests whether Habit has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 5.207. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the fourth hypothesis is supported. This proves that Interactivity has a positive and significant effect on Purchase Intention.
- 5). **H5.** The fifth hypothesis tests whether Interactivity has a positive and significant effect on Performance Expectancy. The test results show the t-statistic value of 2.843. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the fifth hypothesis is supported. This proves that Interactivity has a positive and significant effect on Performance Expectancy.

6). **H6.**The sixth hypothesis tests whether Interactivity has a positive and significant effect on Hedonic Motivation. The test results show the t-statistic value of 2.831. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the sixth hypothesis is supported. This proves that Interactivity has a positive and significant effect on Hedonic Motivation.

7). **H7.** The seventh hypothesis tests whether Informativiness has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 2.872. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the seventh hypothesis is supported. This proves that Informativiness has a positive and significant effect on Purchase Intention

8). **H8.**The eighth hypothesis tests whether Informativiness has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 2.901. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the eighth hypothesis is supported. This proves that Informativiness has a positive and significant effect on Performance Expectancy.

9). **H9.**The ninth hypothesis tests whether Informativiness has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 2.782. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the ninth hypothesis is supported. This proves that Informativiness has a positive and significant effect on Purchase Intention.

10). **H10.**The tenth hypothesis tests whether Perceived Relevance has a positive and significant effect on Purchase Intention. The test results show the t-statistic value of 2.779. From these results, it is stated that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 so the tenth hypothesis is supported. This proves that Perceived Relevance has a positive and significant effect on Performance Expectancy

III. SUMMARY AND SUGGESTIONS

Although this study was successful in clarifying the main factors that can shape customer perceptions and behavior towards social media advertising, there are some limitations that limit this research and can be considered in future research. It is necessary to do further research by taking into account several aspects of this research. Because the research model adapted for this study is essentially the product of the ever-evolving research being carried out to expand the available knowledge about online purchase intentions.

In this study, we have examined social media advertising on several social media platforms (i.e. Facebook, Twitter, and Instagram) without examining the impact of the nature of these platforms on the current study model (Future studies could use these methods and techniques to provide an in-depth look at the customer perception, engagement, and behavior towards social media advertising. This study has examined social media advertising on several social media platforms (i.e. Facebook, Twitter, and Instagram) without examining the impact of the nature of these platforms on the current study model (Future study). can use these methods and techniques to provide an in-depth look at customer perceptions, engagement, and behavior towards social media advertising. This study has examined social media advertising on several social media platforms (i.e. Facebook, Twitter, and Instagram) without examining the impact of the nature of these platforms on the current study model. customer perception, engagement, and behavior towards social media advertising.

This could be improved in future research by including more representative variation in sample groups for age and social factors or by expanding the study to cover a wider range of general population and geographic locations. Young consumers who expressed addiction to social networking sites stated that their use felt natural.

Another limitation that is one of the limiting factors of this research is that the researcher cannot supervise the respondents one by one to fill out the questionnaire seriously. Suggestions that can be given for further research can be done with a more focused research object and with more samples so that the results obtained are more varied.

BIBLIOGRAPHY

- [1]. Alalwan, AA (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2017.05.008>
- [2]. Carlson, CJ, Gomez, ACR, Bansal, S., & Ryan, SJ (2020). Misconceptions about weather and seasonality must not misguide COVID-19 response. *Nature Communications*. <https://www.nature.com/articles/s41467-020-18150-z>.
- [3]. Hair, JF, Black, WC, Babin, BJ, & Anderson, RE (2014). *Multivariate data analysis* (Seventh Edition). Pearson Education Limited.
- [4]. Indrawati. (2015). *Management and Business Research Methods Convergence of Communication and Information Technology*. Bandung: PT Refika Aditama
- [5]. Kapoor, KK, Tamilmani, K., Rana, NP, Patil, P., Dwivedi, YK, & Nerur, S. (2018). Advances in social media research: Past, present, and future. *Information Systems Frontiers*, 1–28. <http://dx.doi.org/10.1007/s10796-017-9810-y> Available at
- [6]. Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Global Edition. Pearson
- [7]. Kotler, P., & Keller, KL (2016). *Marketing Management*, 15th Global Edition. England: Pearson Education.
- [8]. Laroche, M. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76–82. <https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
- [9]. Plume, CJ, Dwivedi, YK, & Slade, EL (2016). *Social media in the marketing context: A state of the art analysis and future directions*. Amsterdam: Chandos Publishing
- [10]. Rawson, TM (2020). COVID-19 and the potential long-term impact on antimicrobial resistance. *Journal of Antimicrobial Chemotherapy*, 75(7), 1681–1684. <https://doi.org/10.1093/jac/dkaa194>

- [11]. Shareef, MA, Kumar, V., Kumar, U., & ... (2018). Do you Like to be an Aspirational Referee to Promote a Product? Act Like a Celebrity in Emerging Market. *Emerging Markets from a ...* https://doi.org/10.1007/978-3-319-75013-2_24
- [12]. Shareef, MA, Mukerji, B., Dwivedi, YK, Rana, NP, & ... (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and ...* <https://www.sciencedirect.com/science/article/pii/S096969891730591X>
- [13]. Tiinus, K. (2019). Congruence between a brand image and a film scene: The influence of product placement congruity in the creation of consumer attitudes and emotional values. *lutpub.lut.fi*. [https://lutpub.lut.fi/bitstream/handle/10024/159728/Master's thesis - Kimi Tiinus.pdf?sequence=1](https://lutpub.lut.fi/bitstream/handle/10024/159728/Master's%20thesis%20-%20Kimi%20Tiinus.pdf?sequence=1)
- [14]. Venkatesh, V., Morris, M., Davis, G., & Davis, F. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478.
- [15]. Venkatesh, V., Thong, JY, & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1), 157–178.
- [16]. Voorveld, HAM, Noort, G. Van, Muntinga, DG, & ... (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of ...* <https://doi.org/10.1080/00913367.2017.1405754>

Melian Elsa Putri, et. al. "The Influence of the Dimensions of Social Media Advertising Features on Customers' Purchase Intentions at Tokopedia.Com During the COVID-19 Pandemic." *International Journal of Business and Management Invention (IJBMI)*, vol. 11(07), 2022, pp. 80-87. Journal DOI- 10.35629/8028