

Determination and Measurement of Post Advertising Effectiveness in Instagram Using Cri Method

Hermawan Junianto Irsan ^{a,1}, Peni Sawitri ^{b,2*}

¹. CV Kreasi Mandiri, Bogor, Indonesia

². Management, Faculty of Economics, Gunadarma University, Depok, Indonesia

¹. hrmwaanjirsan@gmail.com, ². peni@staff.gunadarma.ac.id *

* corresponding author

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ABSTRACT

This study aims to analyze the effect of advertising attractiveness, the quality of advertising messages and advertising creativity on the effectiveness of Jenius's advertising and to analyze the measurement of the effectiveness of advertising posts on Instagram using the Customer Response Index (CRI) method. The method of analysis in this study uses qualitative primary data, the test stages carried out are: validity, reliability, normality, heteroscedasticity, multiple linear regression, Customer Response Index (CRI), t test and coefficient of determination. The results showed that the advertising attractiveness variables, the quality of advertising messages and Jenius advertising creativity had a significant effect on the effectiveness of posting advertisements on Instagram, meanwhile the advertising creativity variable having a very large influence with t count 4.047. The measurement using the customer response index (CRI) method on the effectiveness of Jenius post ads on Instagram has an effectiveness of 89.39%.

INTRODUCTION

The development of the globalization era can be felt today, creating increasingly fierce market competition in the face of dynamic changes in the field of information technology. The rapid development of technology has made internet users soar. According to the 2018 Indonesian Internet Service Providers Association (APJII), internet usage in Indonesia reached 171.2 million people or 64.8% of the total population. The rapid development of the internet creates new technology for the purposes of dealing with various problems efficiently and effectively.

Digital technology opens competition to fintech in starting competition in the financial industry. This competition can lead to disruption for banks which will have a significant impact on consumer behavior. The strengthening of the role of non-banks in the provision of payment services, which is followed by a decline in the role of banking, reflects the disruption effect of digital innovation in the financial industry. Moreover, according to the Global Financial Index (2017), it is noted that only 49% of the total adult population over 15 years of age already have bank accounts and the remaining 51% or 91 million unbanked people, is much lower than the average of countries in the Asia Pacific region was 71%. This has triggered a change in the business model through digital transformation into a strategic choice for banks in facing consumers who demand new services that are fast, efficient and secure in a seamless digital platform.

The fintech phenomenon has actually created innovation in the midst of current technological developments, leading to the evolution of the world of conventional banking into digital banking. Various digital banking services in facing these dynamics to make transactions easier, Bank Tabungan Pensiunan Nasional (BTPN) launched the Jenius application. Based on digital banking services, Jenius seeks to revolutionize the way of banking as an integrated banking service platform for customers that

provides convenience and comfort for customers while improving bank performance. The genius banking application was introduced to the public in 2016, aiming to help people manage life finance more easily, smartly and safely via smartphones. Until now, users of the genius banking application in 2019 have reached 2.4 million users. Not only that, credit also grew 108% or 141.6 trillion throughout 2019.

Jenius growing performance is influenced by one of the factors in the success of advertising in attracting customers. Advertising is believed to boost market share and profitability for companies in delivering effective information about products and services. Advertising activity is a promotion mix which is seen as a medium for persuasive communication with consumers in creating selective demand and forming a company image for products and services.

Selection of the right mass media to advertise allows the marketing of products and services to cover a broad reach to be accepted by consumers, this is beneficial for companies to reach target consumers. This condition requires marketers to be more careful in seeing market opportunities that occur, so that it is more effective to place the target segmentation and positioning in offering a product or service. Currently, many business people in the present era have taken advantage of technological advances by marketing their products through the internet, especially social media as a medium for promotion and information.

Jenius social media accounts in 2020 on Instagram have a higher follower intensity, with the number of followers reaching 169 thousand followers. Jenius is more active on Instagram social media than Facebook and Twitter. According to We Are Social (2019), active social media users in Indonesia account for 56%, almost all internet users in Indonesia. Social media Instagram, which has been popular in recent years, has been used by the banking industry as a medium of information in marketing offers for the use of Jenius banking applications.

Marketing through social media needs time, because people need trust. If trust increases coupled with the right strategy, sales can go well in increasing digital financial inclusion so that payment system services and financial services can be enjoyed by the Indonesian people at large. It is hoped that the marketing efforts carried out by Jenius through Instagram social media marketing are to attract the attention of its customers and expand the market share of banking digitization to strengthen competitiveness in the financial industry. There are three goals for marketers to use social media, namely to direct to a site, communicate with consumers, and to achieved brand exposure by Belch and Michael Belch (2009). Social media Instagram is thought to have a popularity effect, because Instagram has a high intensity of active users and has interesting features.

Companies or manufacturers use advertisements to introduce their products, so the attractiveness of advertisements, the quality of advertising messages and advertising creativity are things that must be considered. Because, attractiveness in advertising is very important so that advertisements are able to approach and communicate with consumers, and with good quality advertising messages and advertising creativity, it will be able to persuade and arouse and retain consumers' memories of the products offered. This is what strengthens the relationship between advertising media and consumer decisions in buying a product. In making advertisements, it is necessary to understand well the direct purpose of the advertisement, which is to create a communication effect. Based on the background that has been stated above, the authors are interested in researching the analysis of the factors and measures of the effectiveness of posting advertisements on Instagram using the CRI method (Empirical study of Jenius application ads).

Marketing Mix

Marketing mix is a strategy for companies in marketing products and services. By going through the approach that occurs between sellers and buyers is the core of the marketing mix in achieving the company's marketing goals. Assauri (2011), marketing mix is one of the elements in the company's strategy, which is related to determining how the company presents product offerings in certain market segments, which are its target market.

Promotion

Promotion is an element of the marketing mix that is the main spear in selling products and services. The function of promotion in the marketing mix is to achieve a customer approach through communication. Meanwhile, according to Tjiptono (2014), promotion is a form of marketing communication, which is a marketing activity that seeks to spread information, influence, persuade and or remind target markets of the company and its products so that consumers are willing to accept, buy, and be loyal to the products the company offers.

Advertising

Advertising has an important role in promotional activities for companies, delivering good and appropriate product information will influence consumer attractiveness in persuading, increasing demand and maintaining consumer memories of a product being offered. According to Budiarto (2011), advertising is an important promotional component used by companies to facilitate persuasive communication to targeted buyers and communities, with the aim of influencing actions by creating desired awareness and behavior.

Social Media for Advertising

Advertising media is a channel used by marketers in advertising for mass communication. Has a very important role in business and marketing for companies in offering products and services through various advertising media to reach a wider audience. According to Thoyibie (2010), social media is content containing information, created by people who use publishing technology, is very easy to access and is intended to facilitate communication, influence and interaction with others and with the general public.

Advertising Attractiveness

According to Morissan (2007), an advertising attraction is something that moves people, talks about their wants or needs and generates their interest. Because basically every consumer wants to choose a quality and balanced product. So the attractiveness of advertising is the ability to provide information on a product with target interest to attract attention on its surface.

Advertising Message Quality

Elliot (2007) states that an advertising message is a clear statement that sets the direction for something to be achieved in advertising. This is, the advertising message has a function that can provide a picture of the difference against its competitors. The quality of a good advertising message will have an impact on consumer attitudes in remembering products and consumer interest in buying interest.

Advertising Creativity

Creativity in an advertisement can create the essence of beauty in advertising and as a visual power that can speak. Basically, in a creative strategy an advertising message is focused on product advantages and focused on targeted consumer needs. The principle of the creativity of an advertisement is not creating something out of nothing, but the skill of combining existing ideas to create something new.

Effectiveness of Ads

Rangkuti (2011) defines the effectiveness of advertising as the measurement of advertising in the sense of achieving predetermined goals. In this case the effectiveness of advertising is part of the measurement for the company in offering products to the audience in hopes of achieving the target. The greater the percentage of the target achieved by the company, the higher the impact on its effectiveness, this is because in marketing its products there are criteria for the audience.

RESEARCH METHODS

In this study, the object taken by the author was 100 respondents based on the person or object deemed most appropriate for providing information. The criteria used in this study are the audience for Jenius advertisements that are inserted into Instagram in Jabodetabek by distributing questionnaires (google form). Consumers who meet the criteria for having Instagram can be sampled and if they do not meet the criteria above, they will not be used as research samples.

Data and Variables Used

The data used in scientific writing is primary data obtained by distributing questionnaires (google form) to the Jenius advertising audience which is pasted on Instagram in Jabodetabek. This study uses 3 independent variables and 1 dependent variable. The independent variable in this study is the attractiveness of advertising (X1), the quality of the advertising message (X2), the creativity of advertising (X3), while the dependent variable is the effectiveness of advertising (Y).

Population and Sample

Population theory is the total number of objects or units of analysis whose characteristics will be studied. According to Sugiyono (2016), defining population is an area of generalization consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. Meanwhile, according to Sugiyono (2016), the sample defines the sample as part of the number and characteristics of the population. In this study, the population in question is Instagram social media users who see advertisements for the genius banking application. The population in this study is not limited, and the sample taken is 100 respondents. The population size in the study is very large and cannot be known with certainty, so the calculation of the sample size is based on a formula. Purba (2006), the formula used is as follows:

$$n = \frac{z^2}{4(moe)^2}$$

n : Sample
Z : 1,96 Score Sig (95%)
Moe : Margin of Error (Max 10%)

Validity

The significance test is done by comparing the calculated r value with the r table for degree of freedom (df) = n-2, in this case n is the number of samples. So the df used is 100-2 = 98 with an alpha of 0.05, resulting in a value of r table (two-sided test) of 0.196 with the following conditions:

- a. The result of r count > r table (0.196) = Valid.
- b. The result of r count < r table (0.196) = Invalid.

Reliability

The questionnaire is said to be reliable or reliable if a person's answer to the question is consistent or stable over time Ghozali (2011). A research instrument is said to be reliable if it provides a Cronbach Alpha value > 0.6.

Normality

According to Ghozali (2011), the normality test aims to test whether the regression model for confounding or residual variables has a normal distribution. This can be done by looking at a histogram graph that compares the observed data with a distribution that is close to the normal distribution. According to Ghozali (2011), the basis for decision making is as follows:

If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model fulfills the normality assumption.

Multicollinearity

Multicollinearity test is to test whether the regression model found a correlation between independent variables (independent). Multicollinearity Test Requirements, namely:

1. If $VIF < 10$ and $tolerance > 0.1$ or one of the two meet the requirements, multicollinearity does not occur.
2. If $VIF > 10$ and $Tolerance < 0.1$ or one of the two fulfills this condition, multicollinearity occurs.

Heteroscedasticity

The heteroscedasticity test aims to determine whether or not there is an inequality of variants of the residuals in the regression model.

How to detect the presence or absence of heteroscedasticity, including using the Spearman's rho test, if the significant correlation is less than 0.05, the regression model has heteroscedasticity problems. In addition, by looking at the plot graph between the predicted value of the variable and its residual. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot graph, on the basis of the analysis:

1. If there is a pattern such as the dots that form a regular pattern (wavy spreads then narrows) it indicates heteroscedasticity.
2. If there is no clear pattern, and the dots spread above and below the 0 (zero) on the Y axis, then there is no heteroscedasticity.

Multiple Linear Regression

Multiple linear regression analysis in this study is used to state the functional relationship between the independent variable and the dependent variable.

According to Sugiyono (2016) :

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e_i$$

Information :

- Y : Advertising Effectiveness
 A : Constant
 X1 : Advertising Attractiveness
 X2 : Ad Message Quality
 X3 : Advertising Creativity
 b1,2,3 : Regression coefficients
 ei : Annoying error (error) of 5%

Analysis of Measuring Effectiveness with the CRI Customer Response

Index (CRI) is used to measure the number of audiences in the aggregate or as a whole, not individuals per individual.

$$CRI = \%Awareness * \%Knowledge * \%Liking * \%Preference * \%Conviction * \%Purchase$$

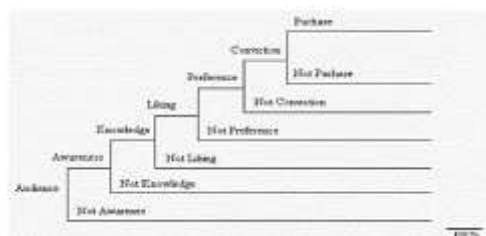


Figure 1. CRI Method Source : Best (2013)

The result of the Customer Response Index (CRI) value is mapped to a scale range that takes into account the following interval information:

$$\text{Interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Amount of Class}}$$

Partial (t test)

According to Ghozali (2011), the t test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable. Tests were carried out using a significance level of 0.05 ($\alpha = 5\%$).

Acceptance or rejection of the hypothesis is done with criteria, if the value is significant > 0.05 then the hypothesis is rejected (the regression coefficient is not significant), this means that partially the independent variable does not have a significant effect on the dependent variable.

Analysis of the Coefficient of Determination (R^2)

The coefficient of determination test is used to determine the percentage (%) of the Y value as the dependent variable which can be explained by the regression line. The coefficient of determination measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is 0-1. If the value of R^2 gets closer to one, the independent variables can provide almost all the information needed to predict the variance of the dependent variable.

RESULT AND DISCUSSION

Validity Test

Table 1. Advertising Attractiveness (X1)

Variable	Corrected Item Total Correlation
X1.1	0,855
X1.2	0,715
X1.3	0,794
X1.4	0,705
X1.5	0,726
X1.6	0,830

Based on table 1. it shows the correlation coefficient > 0.1966 , it can be concluded that the research instrument is valid.

Table 2. Advertising Message Quality (X2)

Variable	Corrected Item Total Correlation
X2.1	0,794
X2.2	0,616
X2.3	0,674
X2.4	0,748
X2.5	0,771

Based on table 2. it shows the correlation coefficient > 0.1966 , it can be concluded that the research instrument is valid.

Tabel 3. Advertising Creativity(X3)

Variabel	Corrected Item Total Correlation
X3.1	0,757
X3.2	0,753
X3.3	0,678
X3.4	0,724
X3.5	0,751

Based on table 3. it shows the correlation coefficient > 0.1966 , it can be concluded that the research instrument is valid.

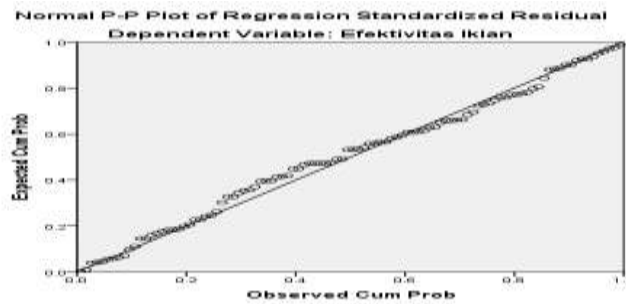


Table 4. Advertising Effectiveness (Y)

Variable	Corrected Item Total Correlation
Y1	0,805
Y2	0,792
Y3	0,768
Y4	0,749
Y5	0,797
Y6	0,790

Based on table 4. it shows the correlation coefficient > 0.1966 , it can be concluded that the research instrument is valid.

Reliability Test

Table 5. Reliability Test Result

Variable	Cronbach's Alpha
Advertising Attractiveness (X1)	0,686
Advertising Message Quality (X2)	0,739
Advertising Creativity (X3)	0,778
Advertising Effectiveness (Y)	0,774

Based on the results obtained from the research instrument reliability testing, because the reliability coefficient value was > 0.60 , it can be concluded that all the research instruments were declared reliable or consistent.

Normality Test

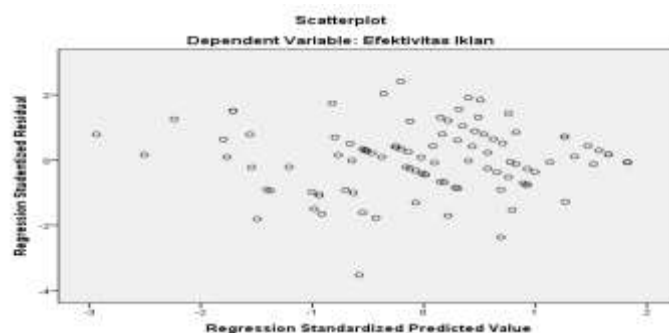


Figure 1. Normal Graph P-P Plot

Based on the results of the P-Plot normality test using SPSS version 20, it can be seen in Figure 1.2 that the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model fulfills the assumption of normality.

Table 6. Kolmogrov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.05310861
Most Extreme Differences	Absolute	.062
	Positive	.045
	Negative	-.062
Kolmogorov-Smirnov Z		.621
Asymp. Sig. (2-tailed)		.836

a. Test distribution is Normal.
b. Calculated from data.

From table 6. it has a significance of $0.836 > 0.05$, so it can be concluded that the data tested is normally distributed.

Multicollinearity Test

Table 7. Multicollinearity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.941	1.774		.530	.587		
Daya Tarik Iklan	.242	.106	.231	2.271	.025	.341	2.931
Kualitas Pesan Iklan	.488	.142	.352	3.458	.001	.341	2.936
Kreativitas Iklan	.388	.096	.329	4.047	.000	.532	1.881

a. Dependent Variable: Efektivitas Iklan

From table 7. the calculation of the Tolerance value shows that there are no independent variables that have a tolerance value less than 0.10, so there is no multicollinearity. The results of the VIF calculation show that there are no independent variables that have a VIF value of more than 10.

Heteroscedasticity Test

Table 8. Heteroscedasticity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.754	1.113		3.374	.001
Daya Tarik Iklan	-.042	.067	-.107	-.625	.533
Kualitas Pesan Iklan	-.016	.088	-.032	-.185	.854
Kreativitas Iklan	-.040	.068	-.091	-.663	.509

a. Dependent Variable: Abs

Table 8. shows that in the regression model there are no symptoms of heteroscedasticity. This is because each variable of the model has a probability value that is greater than the alpha value (Sig.> 0.05).

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.941	1.774		.530	.597		
Daya Tarik Iklan	.242	.106	.231	2.271	.025	.341	2.931
Kualitas Pesan Iklan	.489	.142	.362	3.458	.001	.341	2.936
Kreativitas Iklan	.389	.096	.329	4.047	.000	.532	1.881

a. Dependent Variable: Efektivitas Iklan

From the results above, the regression equation can be obtained as follows:

$$Y = 0,941 + 0,242 X_1 + 0,489 X_2 + 0,389 X_3$$

- Y = Advertising Effectiveness
 α = Constant
 X_1 = Advertising Attractiveness
 X_2 = Ad Message Quality
 X_3 = Advertising Creativity

Table 1.9 shows that all independent variables have positive regression coefficient with dependend variable, so it can be concluded that advertising attractiveness, advertising message quality and advertising creativity have a positive relationship with advertising effectiveness.

Judging also from the table 1.9 the test results obtained the value of Advertising Attractiveness $t = 2.271$ with a significance value of $0.025 < 0.05$, the value of the Quality of Advertising messages $t = 3.458$ with a significance value of $0.001 < 0.05$ and the value of Advertising Creativity $t = 4.047$ with a significance value of $0.000 < 0.05$, then with a significance value below 0.05, it shows that the attractiveness of advertising, the quality of advertising messages and the creativity of advertising have an influence on the effectiveness of advertising.

Measuring the Effectiveness of Advertising with CRI

Table 10. Percentage of Effectiveness Indicators

Indikator Efektivitas	Persentase
1. Awareness	99%
2. Knowledge	100%
3. Liking	98%
4. Preference	99%
5. Conviction	99%
6. Purchase	94%

$$CRI = 99 \% * 100 \% * 98 \% * 99 \% * 99 \% * 94 \% = 89,38\%$$

The result of the Customer Response Index (CRI) value is mapped to a scale range. The scale range for the effectiveness of Jenius 'post ads on Instagram is in the range of 67.00 - 100.00: The effectiveness of Jenius' post ads on Instagram (89.38%) is effective on the scale. The scale range for the effectiveness of Jenius 'post ads on Instagram is in the range of 67.00 - 100.00: The effectiveness of Jenius' post ads on Instagram (89.38%) is effective.

Coefficient of Determination

Table 11. Coefficient of Determination (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.662	.652	2.085

a. Predictors: (Constant), Kreativitas Iklan, Daya Tarik Iklan, Kualitas Pesan Iklan

b. Dependent Variable: Efektivitas Iklan

Based on the results from table 1.11 in the R Square column, it shows that the coefficient of determination (R²) is 0.662 or 66.2%. This shows that the percentage of the influence of the independent variable (advertising attractiveness, quality of advertising messages and advertising creativity) on the dependent variable (advertising effectiveness) is 66.2%. In this case, the variation of the independent variable is able to explain 66.2% of the variation in the dependent variable, while the remaining 33.8% is influenced or explained by other variables not included in this study.

DISCUSSION

Partial effect of ad attraction to advertising effectiveness

The test results obtained t value of 2.271 > 1.664 with a significance probability of 0.025 < 0.05, meaning that Ho is rejected and Ha is accepted. Which means that Ho is rejected means that the hypothesis states that partially the attractiveness of advertising has a significant effect on advertising effectiveness. These results explain that an ad is able to influence the audience who sees or reads the advertisement posted on Instagram. The attractiveness of a genius ad posting is able to invite an audience's consideration of the feasibility of a product being advertised. This means that according to genius posting advertisements, it is able to invite the stigma of interest of the audience.

Effect of advertising message quality partially on the effectiveness of advertising

The test results obtained t value of 3.458 > 1.664 with a significance probability of 0.001 < 0.05, meaning that Ho is rejected and Ha is accepted. Which means that Ho is rejected means that the hypothesis states that partially the quality of advertising messages has a significant effect on the effectiveness of advertising. This explains that the quality of the advertising message is suitable to be a form of communicating to the audience about the characteristics of a product, with the hope that the product advertised is in accordance with the reality of the advantages and benefits provided to genius digital banking products. This means that the quality of the messages delivered can persuade the audience to use the Jenius digital banking application.

Effect of advertising creativity partially on the effectiveness of advertising

The test results obtained t value of 4.047 > 1.664 with a significance probability of 0.000 < 0.05, meaning that Ho is rejected and Ha is accepted. Which means that Ho is rejected means that the hypothesis states that partially advertising creativity has a great and significant influence on the effectiveness of advertising. This explains that the advertising creativity provided is appropriate in inviting the audience to remember and attracting the audience to be able to find out the meaning of a Jenius digital banking post advertisement. This means that according to the audience, genius posting ad creativity is able to provide good ideas for Jenius digital banking in an advertisement presentation.

Measurement of the effectiveness of Jenius post ads on Instagram

The results of measuring the effectiveness of Jenius post ads on Instagram are obtained through the awareness indicator showing that 99%, the knowledge stage shows that 100%, the liking stage is 98%, the preference stage is 99% and the conviction stage is 99. Based on the results of the Customer Response Index Jenius posting ad index using Instagram Jabodetabek is effective (89.39%). This explains the high demand for social media in the digital era, which makes people often open Instagram social media. The public's need to access social media makes users see Jenius post ads when they are

broadcast. This means that the use of social media Instagram can be very profitable for the dissemination of information, entertainment and marketing for business people.

CONCLUSION AND IMPLICATIONS

Based on the results of the study, partially the advertising attractiveness variable has a significant influence on the effectiveness of Jenius post ads on Instagram. This shows that respondents rated Jenius's post ads on Instagram as having a high level of ad appeal. This means that the higher the attractiveness of the ad created in an ad, the higher the effectiveness of the ad.

Based on the results of the study, partially the variable quality of advertising messages has a significant effect on the effectiveness of Jenius posting ads on Instagram. This shows that the quality of the Jenius post ad messages on Instagram that is delivered is good in meaning the message makes the audience understand the advertising message they are reading.

Based on the results of the study, partially the advertising creativity variable has a large and significant influence on the effectiveness of Jenius post ads on Instagram. This shows that the advertising creativity given has creative ideas in delivering it to the audience so that the audience is interested in seeing it.

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