

## REFERENCES :

- Abiodun- Oyebanji , O. J. (2020b). Research Variables: Types, Uses and Definition of Terms. *Ibadan* .  
[https://www.academia.edu/43604316/Research\\_Variables\\_Types\\_Uses\\_and\\_D](https://www.academia.edu/43604316/Research_Variables_Types_Uses_and_D)
- Ajina, USA (2019, February 2). *The perceived value of social media marketing: an empirical study of on line word-of-mouth in Saudi Arabians context* .  
<https://ideas.repec.org/a/ssi/jouesi/v6y2019i3p1512-1527.html>
- Ali, F. (2016, May 24). *Hotel website quality, perceived flow, customer satisfaction and purchases intention* . Journal of Hospitality and Tourism Technology; Emerald Publishing Limited. <https://doi.org/10.1108/jhtt-02-2016-0010>
- Aliaga, M., & Gunderson, B. (2003). *Interactive Statistics* . Prentice Hall.
- Anantasiska , V., Suhud , U., & Usman, O. (2022). The Effect of Social Media Marketing Activities on Purchase Intention: A Case Study on E-commerce Consumers. *Zenodo (CERN European Organization for Nuclear Research)* .  
<https://doi.org/10.5281/zenodo.6090474>
- Aristio , AP, Supardi, S., Hendrawan , RA, & Hidayat, AA (2019). Analysis on Purchase Intention of Indonesian Backpacker in Accommodation Booking through On line Travel Agent. *Procedia Computers Science* , 161 , 885–893.<https://doi.org/10.1016/j.procs.2019.11.196>
- Balakrishnan, B. K., Dahnil , M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences* , 148 , 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Bilgin, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.  
<https://doi.org/10.15295/bmij.v6i1.229>
- Cheah, J., Thurasamy , R., Memon, M.A., Chuah, F., & Ting, H. (2020). Multigroup Analysis using SmartPLS : Step-by-Step Guidelines for Business Research. In *Asian journal of business research* (Vol. 10, Issue 3).  
<https://doi.org/10.14707/ajbr.200087>
- Creswell, J. W. (2012). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research* . Pearson College

Division.

- Davis Mersey, R., Malthouse, E.C., & Calder, B.J. (2010). Engagement with Online Media. *Journal of Media Business Studies* , 7 (2), 39–56. <https://doi.org/10.1080/16522354.2010.11073506>
- Deng L, Yang M and Marcoulides KM (2018) Structural Equation Modeling With Many Variables: A Systematic Review of Issues and Developments. *Front. Psychol.* 9:580. doi : 10.3389/fpsyg.2018.00580
- Diaz, M., & Caycho-Rodríguez, T. (2018). Determining the reliability and validity of online reputation databases for lodging. *Journal of Vacation Marketing* , 24 (3),261–274. <https://doi.org/10.1177/1356766717706103>
- Diventy, A. H., & Triastity, R. (2020). The Role of Digital Marketing on Purchase Intention. *2020*, 488–496.
- Eiseman, D. (2018). Chapters 6 Marketing Sustainable Tourism: Principles and Practice. *Tourism Planning And Destination Marketing* , 121-140. doi : 10.1108/978-1-78756-291-220181006
- Erida , E., & Rangkuti , AS (2017). The Effect of Brand Image, Product Knowledge and Product Quality on Purchase Intention of Notebooks with Discount Price as Moderating Variable. *Journal of Business Studies and Management Review* , 1 (1), 26–32. <https://doi.org/10.22437/jb.v1i1.3919>
- Fan, Y., Chen, J., Shirkey, G., John, R., Shao, C., & Park, H. (2016). Applications of structural equation modeling (SEM) in ecological studies: an updated review. *Ecological Processes* , 5 (1). <https://doi.org/10.1186/s13717-016-0063-3>
- Garson, GD (2016) *Partial Least Squares: Regression and Structural Equations Models*. Statistics Associates Publishers, Asheboro.
- Godey, B., Manthiou , A., Pederzoli , D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research* , 69 (12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Greenberg, P. (2010). CRM at the speed of light : social CRM strategies, tools, and techniques for engaging your customers | *Semantics Scholar*. <https://www.semanticscholar.org/paper/CRM-at-the-speed-of-light-:-social-CRM-strategies,-Greenberg/452a1f37bf24b7d69625bcfe55ed27b59bbd596c>

- Guesalaga, R. (2016). The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media. *Industrial Marketing Management* , 54 , 71–79. <https://doi.org/10.1016/j.indmarman.2015.12.002>
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship* , 23 (2), 339–364. <https://doi.org/10.1108/JRME-07-2020-0097>
- Hair, J.F., Howard, M.A., & Nitzl , C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research* , 109 , 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J.F., Jr., Hult, G.T.M., Ringle, C., & Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* . SAGE.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. m (2019). When to use and how to report the results of PLS-SEM. *European Business Reviews* , 31 (1), 2–24. <https://doi.org/10.1108/eb-11-2018-0203>
- Hajli , m N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research* , 56 (3), 387–404. <https://doi.org/10.2501/ijmr-2014-025>
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing* , 8 (4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Kante, M., Chepken, C., & Oboko, R. (2018). Partial Least Square Structural Equation Modeling' use in Information Systems: An Updated Guideline of Practices in Exploratory Settings. *Kabarak Journal of Research & Innovation*, 6 (1), 49–67. <http://eserver.kabarak.ac.ke/ojs/>
- Keegan, B. J., & Rowley, J. (2017). Evaluation and decision making in social media marketing. *Management Decision*, 55 (1), 15–31. <https://doi.org/10.1108/MD-10-2015-0450>
- Keller, K. L., & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition*.
- Kim, M. S., & James, J. (2016). The theory of planned behaviour and intention of purchase sport team licensed merchandise. *Sport, Business and Management:*

*An International Journal*, 6(2), 228–243. <https://doi.org/10.1108/SBM-02-2014-0005>

- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Prentice Hall.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49 (1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Luo, X., Zhang, J., & Duan, W. (2012). Social Media and Firm Equity Value. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2162167>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, 8 (1). <https://doi.org/10.1080/23311975.2021.1944008>
- Malthouse, E.C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House. *Journal of Interactive marketing*, 27 (4), 270–280. <https://doi.org/10.1016/j.intmar.2013.09.008>
- Marlien, RA, Putri, C., Basiya, R., & Suteja, B. (2020). *Analysis of Factors Affecting Consumer's Purchase Intention Impact on Customer Behavior Outcomes*. <https://doi.org/10.2991/aebmr.k.210311.086>
- Maslowska, E., Malthouse, E.C., & Collinger, T. (2016). The customer engagement ecosystem. *Journal of Marketing Management*, 32 (5–6), 469–501. <https://doi.org/10.1080/0267257X.2015.1134628>
- Morrison, A. m (2018). *Marketing and Managing Tourism Destinations*. *RoutledgeEBooks*. <https://doi.org/10.4324/9781315178929>
- Muntinga, D. G., Moorman, M., & Smith, E. G. (2011). Introduction COBRAs. *International Journal of Advertising*, 30 (1), 13–46. <https://doi.org/10.2501/ija-30-1-013-046>
- Murray, J. (2013). Likert Data: What to use, Parametric or Non-Parametric? *ResearchGate*. [https://www.researchgate.net/publication/301780402\\_Likert\\_Data\\_What\\_to\\_Use\\_Parametric\\_or\\_Non-Parametric](https://www.researchgate.net/publication/301780402_Likert_Data_What_to_Use_Parametric_or_Non-Parametric)
- Nagoya, R., & Wanasida, AS (2021). Exploring Intention to Enroll University Using an Extended Stimulus-Organism-Response Model. In *Marketing*

*Management and Strategic Planning* (Vol. 20, Issue 2).

- Raji, R. A., Rashid, S., & Isaac, S. (2019). The mediating effect of brands image on the relationship between social media advertising content, sales promotion content and behavioral intention. *Journal of Research in Interactive marketing* , 13 (3), 302–330. <https://doi.org/10.1108/jrim-01-2018-0004>
- Rao, K.S., Rao, B., & Acharyulu , GVRK (2021). Examining ePWOM -purchase intention link in Facebook brand fan pages: Trust beliefs, value co-creation and brand image as mediators. *IIMB Management Review* , 33 (4), 309–321. <https://doi.org/10.1016/j.iimb.2021.11.002>
- Razy , F.F. (2015). *Investigating Relationship between Brand Image, Price Discount and Purchase Intention | Razy | Journal of Marketing and Consumer Research* . <https://iiste.org/Journals/index.php/JMCR/article/view/27179>
- Rizwan, S., Al-Malkawi, H.A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health care industry of the United Arab Emirates. *ISRA International Journal of Islamic*
- Rodriguez , , Michael, Peterson, R. M., & Krishnan, V. (2012). Social Media's Influence on Business-to-Business Sales Performance. *Journal of Personal Selling & Sales Management* , 32 (3), 365–378. <https://doi.org/10.2753/PSS0885-3134320306>
- Greetings, m A. (2016). The Impact of Brand Image and Corporate Branding on Consumer's Choices: The Roles of Brand Equity. *International Journal of Marketing Studies* , 8 (1), 98. <https://doi.org/10.5539/ijms.v8n1p98>
- Sanny, L., Arina, AN, Maulidya , RT, & Pertiwi, RP (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters* , 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Sekaran, U. and Bougie, R. (2016) *Research Methods for Business: A Skill-Building Approach*. 7th Edition, Wiley & Sons, West Sussex.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brands equity and customers response in the airlines industry. *Journal of Water Transport Management* , 66 , 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Šomodi , L. (2021, May 26). *On line Booking Advantages and Disadvantages for Tour Operators* .Orioly. <https://www.orioly.com/online-booking-advantages-disadvantages/>

Stephen, A. T. (2016, August 1). *The role of digital and social media marketing in consumer behavior* . Current Opinion in Psychology; Elsevier B.V. <https://doi.org/10.1016/j.copsyc.2015.10.016>

Sürücü, L. & Maslakçı , A., Validity And Reliability In Quantitative Research, *BMIJ*, (2020), 8(3): 2694-2726, doi : <http://dx.doi.org/10.15295/bmij.v8i3.1540>

Timoshenko, A., & Hauser, J. R. (2019). Identifying Customers Needs from User-Generated Content. *Marketing Science* , 38 (1), 1–20. <https://doi.org/10.1287/mksc.2018.1123>

Trainor, K. J., Andzulis, J. (Mick), Rapp, A., & Agnihotri, R. (2014). Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM. *Journal of Business Research* , 67 (6), 1201–1208. <https://doi.org/10.1016/j.jbusres.2013.05.002>

United Nations World Tourism Organization. (2017). *UNWTO Tourism Highlights: 2017 Edition*. United Nations World Tourism Organization. Available at: <https://www.e-unwto.org/doi/pdf/10.18111/9789284419029> .

Weber, L. (2009). *MarketingtotheSocialWeb*. New Jersey:Wiley. <https://doi.org/10.1002/9781118258125>

Whiston, S. C. (2012). *Principles and applications of assessment in counseling*. Cengage Learning. USA.

Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics* , 34 (7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>

Zafar, Q.-U.-A., & Rafique, M. (2012). Impact of Celebrity Advertisements on Customers' Brand Perception and Purchase Intention. In *Asian Journal of Business and Management Sciences* (Vol. 1, Issue 11). [www.ajbms.org](http://www.ajbms.org)

Zhang, H., Zhang, Y., Ryzhkova, A., Tan, C.D., & Li, F. (2019). *Social Media Marketing Activities and Customers' Purchase Intention: The Mediating Effect of Brand Image* . <https://doi.org/10.1109/ieem44572.2019.8978520>

Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Reviews. *Open Journal of Business and Management*, 58-62. <http://dx.doi.org/10.4236/ojbm.2015.31006>

## APPENDIX B Research Data

No	Social Media Marketing										Purchase Intentions					Brand Image			
	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	TOTAL	Y.1	Y.2	Y.3	Y.4	TOTAL	Z.1	Z.2	Z.3	TOTAL
1	5	5	4	5	5	4	5	5	5	43	5	4	5	5	19	5	4	5	14
2	4	4	5	4	4	4	5	5	4	39	4	4	4	5	17	5	5	5	15
3	5	4	5	4	5	5	5	4	5	42	4	5	4	5	18	4	5	5	14
4	5	5	5	5	5	5	4	5	5	44	4	5	5	5	19	5	5	5	15
5	5	5	4	4	5	4	4	4	3	38	4	5	5	4	18	3	5	4	12
6	3	3	4	4	5	4	4	3	2	32	2	2	2	2	8	2	2	2	6
7	5	4	5	3	4	3	4	3	5	36	4	5	5	5	19	4	5	5	14
8	5	5	5	5	5	4	3	4	5	41	4	3	5	5	17	4	3	5	12
9	5	4	3	4	5	4	3	4	4	36	5	3	3	5	16	5	4	3	12
10	1	2	1	2	2	2	1	2	1	14	5	5	3	3	16	5	5	4	14
11	4	4	4	5	4	4	4	5	4	38	3	4	4	5	16	4	4	4	12
12	4	5	5	5	5	5	5	5	5	44	3	3	3	5	14	5	5	5	15
13	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	15
14	5	5	5	4	5	4	5	5	5	43	5	4	5	4	18	5	5	5	15
15	3	4	4	4	4	4	4	3	4	34	3	3	3	4	13	4	4	4	12
16	3	4	4	4	4	3	4	5	4	35	4	4	3	5	16	4	4	4	12
17	4	4	4	4	5	5	4	3	5	38	4	4	3	4	15	5	4	4	13
18	4	5	5	4	4	4	5	5	5	41	4	5	5	4	18	5	4	4	13
19	4	4	4	4	4	3	4	4	4	35	4	5	4	4	17	4	4	4	12
20	1	2	2	2	2	2	2	2	2	17	1	2	2	1	6	1	2	1	4
21	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	15
22	4	4	3	5	5	4	3	5	4	37	3	5	4	4	16	5	5	4	14
23	4	4	4	4	4	4	4	4	4	36	3	3	3	4	13	4	4	4	12
24	5	5	4	5	5	5	4	5	5	43	5	4	5	5	19	5	4	5	14
25	4	5	5	5	5	5	5	4	5	43	5	5	4	5	19	5	5	4	14
26	5	4	5	5	5	5	5	5	5	44	5	5	4	5	19	5	5	5	15
27	5	4	5	5	4	5	5	4	5	42	5	4	5	5	19	5	5	5	15
28	5	5	4	5	5	4	5	4	5	42	4	5	4	5	18	5	4	5	14
29	3	3	4	4	4	3	3	3	3	30	2	2	2	2	8	3	3	3	9
30	5	5	4	5	4	4	5	4	5	41	5	5	5	5	20	5	4	5	14
31	4	4	5	4	4	4	4	4	5	38	4	2	3	5	14	4	4	4	12
32	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	4	12
33	3	4	3	4	3	4	3	4	3	31	4	3	4	3	14	4	4	4	12
34	4	5	5	4	5	3	5	5	4	40	4	3	4	3	14	4	3	4	11
35	5	4	3	4	3	3	4	4	3	33	3	5	5	3	16	3	4	3	10
36	4	4	5	4	5	4	4	4	5	39	4	4	4	4	16	5	4	4	13
37	4	4	4	5	4	4	5	4	4	38	4	4	4	5	17	4	4	4	12
38	5	4	4	5	4	4	4	5	4	39	4	5	5	5	19	4	4	4	12
39	4	5	5	5	5	4	4	5	4	41	4	4	4	5	17	4	4	4	12