

BUILDING THE HOTEL BRAND ADVOCACY TO ATTRACT MORE VISITORS

Yuni Alfitri Bellen

Asa Indonesia University
E-mail: bellenyuni59@gmail.com

Meylani Tuti

Asa Indonesia University
E-mail: meylanituti@stein.ac.id

Abstract

This research aims to determine the influence of influencer marketing, social media marketing, product quality, service quality on brand advocacy. In collecting and researching data, researchers used a quantitative-based research approach. Sampling was carried out using a purposive sampling method and data was collected from 255 respondents. Using structural equation models as a data analysis method with the help of smartPLS software. The results of the analysis show that there is a significant influence of social media marketing, product quality, and service quality on brand advocacy. Meanwhile, the results of the analysis from influencer marketing on brand advocacy are that the negative effect is not significant. The practical implication of the results of this research is that Adotel Hotel Jakarta should be able to determine influencers who match the content or passion uploaded on their social media according to the product being promoted.

Keywords: *Influencer Marketing, Social Media Marketing, Product Quality, Service Quality, Brand Advocacy*

INTRODUCTION

The tourism industry is one of the top industries since forecasts indicate that it will grow at an exponential rate. One bright spot for the country's economy during a period of declining commodities is the growing tourist industry. Hotels are a vital component in the tourism industry. This hotel's existence is crucial since it provides travelers with a place to stay while they are traveling. As a result, hoteliers are working to improve and raise the number of guests staying in their establishments, particularly through brand promotion, which aims to strengthen the bond between customers and brands (Fournier, 1998). There are other aspects of digital marketing, such as social media and influencer marketing, as well, such as product quality and service quality.

According to Ranga & Sharma (2014), influencer marketing is a type of advertising that targets certain people who have been identified as potential customers. Companies and brands are currently paying close attention to influencer marketing, not only as a possible marketing channel but also as a prospective collaborator (Masuda et al., 2022). Veirman et al., (2017) state that these influencers typically have a large following, giving them a very broad reach. The level of popularity of this influencer might have an impact on their followers, who may end up endorsing a brand on their own.

According to Pentina & Koh (2012), social media marketing is the practice of promoting brand pages, content ideas, and adverts among users of social networking platforms like Instagram, Twitter, Facebook, and others. Compared to traditional marketing, social media marketing has evolved from social media to become a preferred medium for target marketing (Dwivedi et al., 2015). Because social media makes it easier for customers to share recommendations and thoughts about a brand, businesses should use it to provide them with the most recent and pertinent information (Ebrahim, 2019). Customers may be inspired to choose a brand by this information (Yadav, 2018). Because brand support on social media is generated by users, a hotel that uses social media as one of its marketing

techniques and provides factual information can guarantee a higher level of brand advocacy from its patrons.

According to Bei & Chiao (2011), product quality refers to how consumers assess a product's superiority in terms of quality. According to De Maeyer & Estelami (2011), the primary driver of customer purchasing decisions in a variety of goods and services sectors is product quality. When these key elements enable customers to reap the benefits of the things they have bought, they are more likely to actively support the brand. Consequently, generating and fostering positive brand endorsement for a product in a hotel can be mostly attributed to high-quality products.

According to Ali et al., (2021), service quality is the intention to concentrate on the wants, expectations, and beliefs of the customers as well as their perceptions of the services they receive. Because it is more experiential, intangible, and dependent on customer connection or interaction with the service provider, direct customer testimonials are typically preferred as a means of demonstrating service quality (A. Parasuraman et al., 1988). Information about the evaluation of the caliber of services rendered can be gleaned from these testimonies (Maeyer & Estelami, 2011). If a hotel's services fall short of what customers expect, brand advocacy may suffer. Service quality must therefore be the primary tactic used by hotel operators to boost brand advocacy.

The amount of time and effort that customers are willing to devote to making suggestions and actively supporting a brand is known as brand advocacy (Jillapalli & Wilcox, 2010). Nguyen & Coudounaris (2015) state that hotels should concentrate on delivering unique guest experiences, advertising specials via online reviews, keeping an eye on online reviews, responding to online reviews, and acting upon information gleaned from online reviews. Because consumers who are active in brand advocacy can be important in expanding a hotel's reach, this advocacy can be used as a driving force to develop a hotel and increase the effectiveness of other marketing strategies like influencer marketing, social media marketing, product quality, and service quality. The purpose of this study is to determine how social media marketing, influencer marketing, product quality, and service quality affect hotel brand advocacy.

HYPOTHESIS DEVELOPMENT

Influencer Marketing

Influencer marketing is the practice of identifying an opinion leader in the digital marketing space and incorporating them into social media brand messaging for a product (Bakker, 2018). According to a different viewpoint, influencer marketing involves using well-known content producers in marketing campaigns to spark reputable discussions and interactions around goods and brand messaging (Lin et al., 2019). Forbes (2016) states that five criteria can be used to analyze influencer marketing: 1) Knowledge; 2) Helpfulness; 3) Articulation; 4) Confidence; and 5) Relativity.

Brand advocacy, according to Wilk et al., (2018), is the deliberate, convincing, and voluntary presentation of a brand without the need for incentives. Influencers can disseminate information about a product or service and subsequently initiate a new trend, according to Jin et al., (2019). This allows their followers to experience the benefits and high caliber of the offering. According to Anderson (1998), an influencer's followers may develop a bond with a brand, which may result in the emergence of brand advocacy, in which the influencer's followers may use word-of-mouth marketing to promote the brand. Therefore, fostering goodwill among customers can be greatly impacted by the interaction between influencer marketing and brand advocacy. The hypothesis that the author proposes is as follows:

H1: There is an influence of influencer marketing on brand advocacy.

Social Media Marketing

According to Carr & Hayes (2015), social media is an online platform that allows individuals to selectively display themselves to a wide range of audiences in real-time or at their convenience. To promote a two-way connection with customers, social media marketing is a contemporary marketing strategy that can draw attention to and engagement from consumers via social networking platforms (Jara et al., 2014; Richter & Schäfermeyer, 2011). According to Kim & Ko (2012), social media marketing is a type of communication that targets older audiences and is motivated by empathy for younger consumers.

Kim & Ko (2012) identified five primary facets of social media marketing, which are as follows: 1) Entertainment, as a compelling reason to engage with user-generated material on social media related to brands for leisure, amusement, and pastimes (Muntinga et al., 2011; Shao, 2009). 2) Interaction, is the primary driving force behind user-generated content (Daugherty et al., 2008). Social interaction is the engagement of users with a brand on social media platforms, where they can interact and discuss specific items or brands with others who share their opinions (Muntinga et al., 2011). 3) Trendiness: social media serves as a platform for searching for goods or brands in addition to providing the most recent news and fostering a vibrant debate area (Naaman et al., 2011). 4. Customization: According to Godey et al., (2016), this relates to the message's intended audience. 5) word-of-mouth (WOM), which is linked to social media to enable online customer interaction with brands (Muntinga et al., 2011).

Brand advocacy, according to Sweeney et al., (2020), is something that can be mentioned if this calls for high commendation and guidance. In light of this, customers who are most likely to be a brand's biggest advocates can post content on social media about that brand (Cavdar Aksoy & Yazici, 2023). They undergo social change by sharing brand information and subsequently giving conditional support to other customers to develop into ardent brand advocates (Wilk et al., 2020). Brand advocacy may be formed and strengthened through the potential of social media through sharing, interacting, and cultivating positive relationships with customers. The author sets the following hypothesis:

H2: There is an influence of social media marketing on brand advocacy.

Product Quality

Quality is one of the important things in marketing (Kotler & Armstrong, 2004). Product quality is one of the key elements used by marketers (Kotler & Armstrong, 2006). The products offered by a hotel brand can include room facilities, public facilities provided by the hotel (such as restaurants, gyms, and swimming pools), Wi-Fi access, and the interior design of a hotel. Consumers may consider purchasing new products or services from a brand, their lack of experience with these products and services means consumers will feel the risk of purchasing (Olbrich et al., 2016). Therefore, negative information related to product quality has a big influence (Kahneman & Tversky, 1979). According to Garvin (1984), there are eight dimensions to determine product quality, namely, performance (main characteristics of the product), features (features), reliability (frequency of failure), conformance to specification (conformity with specifications), durability (durability), serviceability (ability serving), aesthetics, and perceived quality.

Brand advocacy, according to Badrinarayanan & Laverie (2013), is the degree to which a person may actively promote one brand while disregarding other brands in a certain product category. Naturally, customers must be completely engaged with a brand to support or promote it (Bilro et al., 2018). Customers are more likely to recommend a product to others if it is of high quality, which builds brand support. A hotel can use this to strengthen the connection between brand advocacy and product excellence. The hypothesis proposed by the author:

H3: There is an influence of product quality on brand advocacy

Service quality

According to Parasuraman et al., (1988), service quality is an endeavor to continuously satisfy customer needs and even go above and beyond their expectations. A key factor in the hotel business is service quality. Customers' decision to stay overnight again is influenced by the availability of high-quality services (Chen, 2013). To improve hotel service excellence and increase the property's appeal to customers, hotel workers must give high-quality service (Kuo et al., 2012). Technical or outcome quality, which is concerned with what customers receive, and functional or process quality, which is a dimension connected to a function or process, referring to how the service is presented or delivered, are the two dimensions of service quality, according to Gronross (2015)

Activating customers to communicate positively about a company's values and offerings is known as brand advocacy, according to Morhart et al., (2009). Providing higher-quality services is a necessary way for a hotel business to become more competitive. Customers who have had positive experiences with the hotel's level of service have the power to advocate for the brand by referring others to it. The hypothesis proposed by the author is as follows:

H4: There is an influence of service quality on brand advocacy.

Brand Advocacy

Consumer support for a firm or brand in particular is known as brand advocacy (H. Kim et al., 2010). According to Park & Macinnis (2006), brand advocacy refers to the proactive actions taken by consumers to support, defend, or promote a brand to others. According to Bilro et al., (2018), three signs can be used to measure brand advocacy: resistance to negative information, profitable word-of-mouth promotion, and intention to try new items from the brand. With a digital marketing strategy designed to boost customer brand identification and promote brand advocacy online, a hotel can leverage this kind of brand advocacy (Wilk et al., 2020). According to Veirman et al., (2017), influencers have a large following and a broad reach, making them effective as a driving force behind advocacy. Aksoy & Yazici (2023) state that social media marketing serves as a platform for enhancing a company's brand advocacy since consumers who identify as loving or supporting a brand can post recommendations for the brand on their social media. Brand advocacy for the hotel itself can also rise in response to positive encounters with the quality of the hotel's services and products. The author develops the following conceptual framework based on the previous description.

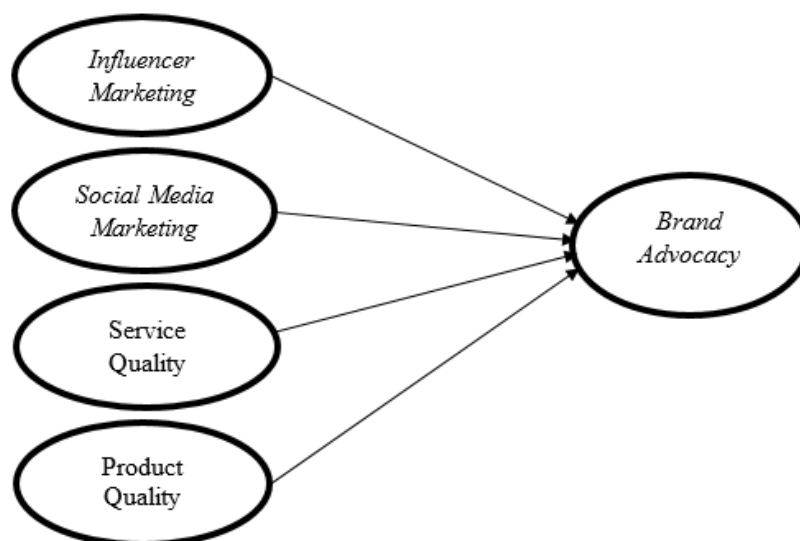


Figure 1. Research Model**RESEARCH METHODS**

In this research, the method used is quantitative analysis, through an approach that uses surveys by distributing questionnaires to respondents. The data that has been collected will be analyzed in the form of numerical data. The sampling technique in this research used a purposive sampling technique, namely guests who had stayed at least twice at the Adotel Hotel, so that from distributing the questionnaire carried out in December 2023, 255 respondents were collected.

The measurements of influencer marketing, social media marketing, product quality, and service quality in this research are independent factors, then brand advocacy is the dependent variable. In this research, characteristics can be measured using a Likert scale (1-5). In the analysis process, researchers utilized structural equation models (SEM). Next, apply a quantitative method approach, namely Partial Least Square (PLS).

RESULTS AND DISCUSSION**Respondent Description**

Table 1 shows that based on gender, the majority are men, 178 people (50.9%). Based on age, the majority of respondents were 17-25 years old, 181 people (51.4%). Based on work, the majority work as private employees, 147 people (42%). Frequency of visits, most respondents visited the Adotel Hotel 2-3 times as many as 112 people (32%). Most of the reasons respondents were interested in Adotel Hotel were because of the comfortable rooms and attractive promotions, 167 people (47.7%). The Adotel Hotel influencers that respondents preferred were lady guides, 95 people (27.1%). Most respondents found out about Adotel Hotel through the TikTok application, 259 people (74%). Based on the reason for choosing to stay at the Adotel Hotel because it was close to the activity location, 119 respondents (34%). In terms of staff service at Adotel Hotel, most respondents chose fast service in handling 150 guests (42.9%).

Table 1. Respondent Description

Demographics	Frequency	Percentage (%)
Gender		
Man	178	50,9%
Woman	172	49,1%
Age		
17-25 years old	181	51,4%
26-30 years old	123	35,1%
30-40 years	39	11,1%
>40 years	8	2,3%
Work		
Private sector employee	147	42%
IRT	9	2,6%
Entrepreneur	102	29,1%
Student	92	26,3%
Number of visits		
1 time	90	25,7%
2-3 times	112	32%

4-5 times	99	28,3%
>5 times	49	14%
Why are you interested in Adotel Hotel		
Location is easy to find	142	40,6%
Affordable prices	146	41,7%
Comfortable room	167	47,7%
Complete facilities	141	40,3%
Attractive promotion	167	47,7%
Instagramable hotel concept	146	41,7%
Adotel hotel influencers that you like		
Pinky Russie	90	25,7%
Yoray	37	10,6%
Lady guides	95	27,1%
Fino & Onya	80	22,9%
Galih Loss	48	13,7%
Do you know Adotel Hotel from social media?		
Instagram	202	57,7%
TikTok	259	74%
Facebook	33	9,4%
WhatsApp	31	8,9%
Why did you choose Adotel Hotel		
Close to my activity location	119	34%
Close to shopping center	81	23,1%
Close to tourist attractions	50	14,3%
Close to the culinary center	100	28,6%
How is the staff service at Adotel Hotel		
Informative	130	37,1%
Fast in handling guests	150	42,9%

Source: Author, 2024

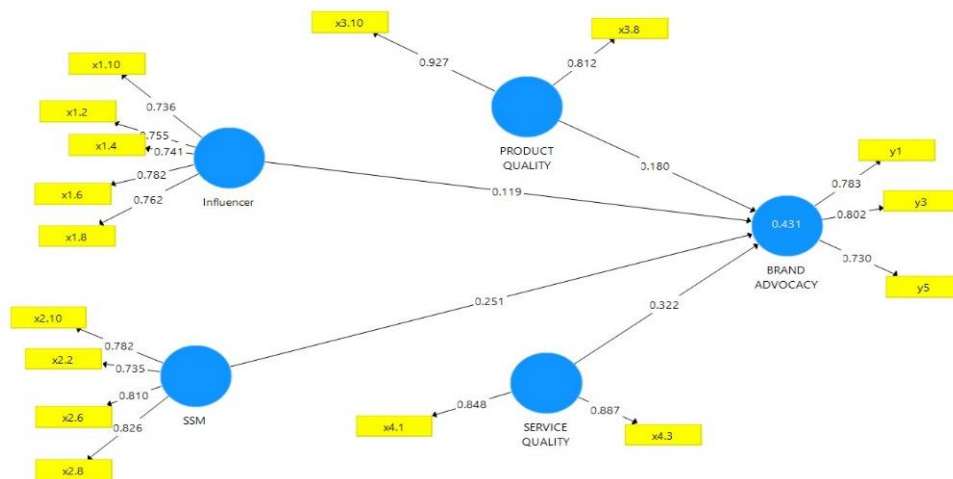


Figure 2. Measurement Model**Table 2.** Evaluation of Measurement Models

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Influencer Marketing	1) Relatability	IM.1	0.736	0.869	0.571
	2) Knowledge	IM.2	0.755		
	3) Helpfulness	IM.4	0.741		
	4) Confidence	IM.6	0.782		
	5) Articulation (Forbes, 2016)	IM.8	0.762		
Social Media Marketing	1) Entertainment	SMM.1	0.782	0.868	0.622
	2) Interaction	SMM.2	0.735		
	3) Trendiness	SMM.6	0.810		
	4) Customization	SMM.8	0.826		
	5) Word of mouth (Kim & Ko, 2012)				
Product Quality	1) Performance	PQ.1	0.927	0.863	0.759
	2) Features	PQ.8	0.812		
	3) Reliability				
	4) Conformance to specification				
	5) Aesthetics				
	6) Perceived quality (Garvin, 1984)				
Service Quality	1) Technical atau outcome quality	SQ.1	0.848	0.859	0.754
	2) Functional atau Process quality (Gronross, 2015)	SQ.3	0.887		
Brand Advocacy	1) Itention to try new products from that brand	BA.1	0.783	0.815	0.596
		BA.3	0.802		
		BA.5	0.730		
	2) WOM promotion profitable				
	3) Resilience to information negative (Bilro et al., 2018)				

This initial process involves assessing the validity and reliability of the data. This test aims to ensure that the results of changes to each display match expectations. In PLS, Table 2 shows that all component values in the data exceed 0.7. In the table, the values presented in numbers are between 0.815 and 0.869. The AVE value produces a variable ranging between 0.571 and 0.759, which states that everything has entered the AVE standard.

The results for each variable with the highest data in Table 3 below are brand advocacy (0.772), influencer marketing (0.755), product quality (0.871), service quality (0.868), and social media marketing (0.789). Based on the data in Table 3 below, each

indicator has a maximum loading factor value for each component, which is in line with the results. To be said to be valid, this requirement requires fulfillment, namely that the square root of each AVE component must be more significant than other correlations, to ensure discriminant validity (Fornell & Larcker, 1981).

Table 3. Discriminant validity-Fornell Lacker

Variable	Brand Advocacy	Influencer Marketing	Product Quality	Service Quality	Social Media Marketing
Brand Advocacy	0,772				
Influencer Marketing	0,413	0,755			
Product Quality	0,481	0,356	0,871		
Service Quality	0,518	0,281	0,438	0,868	
Social Media Marketing	0,510	0,557	0,467	0,3375	0,789

In this study (Table 4), the VIF values obtained ranged from 1.281 to 1.667 and the VIF value was not more than 5.0. These findings indicate that there is no multicollinearity problem, so further research can be carried out.

Table 4. Multicollinearity Test

Variable	Brand Advocacy
Brand Advocacy	
Influencer Marketing	1,484
Product Quality	1,458
Service Quality	1,281
Social Media Marketing	1,667

To determine whether there is an influence factor on the independent variable or not on the dependent variable, you can use the R-squared value. Each R-Square value has a category, namely 0.2 (weak), 0.5 (medium), and 0.75 (strong). Table 5 states that the brand advocacy variable produces an R2 value of 0.431, which means it is weak.

Table 5. Coefficient of determination test (R2)

Variable	R Square	R Square Adjusted
Brand Advocacy	0,431	0,421

Testing the level of prediction accuracy can be done by utilizing the Q2 value. The prediction accuracy of a model is considered high if Q2 is greater than 0, while the model is considered to have a low level of prediction accuracy if the Q2 value is less than 0. In table 6 it can be seen that it has a Q2 value > 0, namely 0.241.

Table 6. Prediction accuracy test (Q2)

Variable	SSO	SSE	Q² (=1-SSE/SSO)

Brand Advocacy	765.000	580.875	0,241
Influencer Marketing	1275.000	1275.000	
Product Quality	510.000	510.000	
Service Quality	510.000	510.000	
Social Media Marketing	1020.000	1020.000	

To measure the superiority of the relationship between independent variables between dependent variables, you can use the F-square test. The measurement categories are $f^2 > 0.2$ (small), $f^2 > 0.15$ (medium), $f^2 > 0.35$ (large), and $f^2 > 0.02$ (no effect). Table 7 explains that there is a small influence size for social media marketing variables on brand advocacy, product quality on brand advocacy, and service quality on brand advocacy. Then the influencer marketing variable has no effect on brand advocacy with a value of $f^2 = 0.017$.

Table 7. Uji F

Variable	F-Square	Result
Influencer Marketing (X1) → Brand Advocacy (Y)	0,017	No effect
Social Media Marketing → Brand Advocacy (Y)	0,067	Small
Product Quality → Brand Advocacy (Y)	0,039	Small
Service Quality → Brand Advocacy (Y)	0,142	Small

The results of data processing that has been carried out using Smart-PLS can be used to evaluate hypotheses in research and determine whether the hypothesis can be accepted or rejected. The condition is that a relationship between variables is declared significant if the calculated t-value is greater than 1.96 and the p-value is smaller than 0.05, then it can be concluded that the results are accepted. Table 8 shows that the accepted hypothesis is social media marketing → brand advocacy ($t = 3.707$ and $p = 0.000$), product quality → brand advocacy ($t = 2.786$ and $p = 0.006$), service quality → brand advocacy ($t = 4.896$ and $p = 0.000$) while the hypothesis that was rejected was influencer marketing → brand advocacy ($t = 1.825$ and $p = 0.069$).

Table 8. Path Coefficient

Variable	Original sample (O)	Sample mean (M)	T Statistics (O/STDEV)	P Values	Result
Influencer Marketing (X1) → Brand Advocacy (Y)	0,119	0,123	1,825	0,069	Rejected
Social Media Marketing (X2) → Brand Advocacy (Y)	0,251	0,251	3,707	0,000	Accepted
Product Quality (X3) → Brand Advocacy (Y)	0,180	0,175	2,786	0,006	Accepted
Service Quality (X4) → Brand Advocacy (Y)	0,322	0,325	4,896	0,000	Accepted

Discussion

Influencer marketing is a partnership between a business and an influencer wherein the brand selects the influencer to produce content relevant to the product or service being advertised. This demonstrates how a company's or brand's use of influencer marketing has grown to be crucial to obtaining customer engagement. The main reason influencers become well-known is that their enormous following is based on the perception that they possess particular abilities or knowledge (Belanche et al., 2021). It may be said that an influencer with a significant following can form a connection with a business and that connection may lead to brand endorsement. Within this framework, followers of influencers possess the capacity to transmit favorable information about the company via oral communication (Anderson, 1998) or by reposting content that the influencer has uploaded. Influencer marketing, however, did not appear to have an impact on brand advocacy in this study. To the influencer's followers liking the uploaded content but not choosing to freely share it or spread good word of mouth about the brand.

According to this study, social media has the ability to create positive connections with customers, which can help develop and reinforce brand advocacy. A brand can effectively identify consumers who are more interested in the brand using social media (Laroche et al., 2012). Customers who could end up being a brand's biggest advocates are prompted by its existence to create content about it on social media platforms (Cavdar Aksoy & Yazici, 2023). According to this study, social media marketing significantly affects brand advocacy. Specifically, when a brand leverages social media to attract customers, those customers grow to become key advocates who subsequently lend support to other consumers on a conditional basis.

One of the most crucial aspects of marketing is quality (Kotler & Armstrong, 2004). As a result, a hotel needs to be mindful of all aspects, particularly the caliber of its offerings. Customers who believe the quality of the product is commendable are likely to tell others about it favorably, which will greatly impact a brand. According to this study, a high-quality product meets consumer expectations, which increases the likelihood that customers will promote the company or provide favorable feedback about its products. This positively influences brand advocacy.

The probability that customers would return and refer others to you depends on whether the quality of the services provided satisfies their expectations (Chen, 2013). For a brand that will foster an atmosphere that will raise the standard of excellent service, this may be a fantastic opportunity. Customers can directly experience the quality of the service because it is an interaction between them and the service providers (A. P. Parasuraman et al., 1988). According to this research, there is a considerable positive correlation between brand advocacy and service quality. When customers receive good service, they are more likely to freely suggest the business to others through social media or word-of-mouth.

CONCLUSION

The findings of the study indicate that social media marketing, product and service quality, and influencer marketing have a substantial beneficial impact on brand advocacy, but influencer marketing does not have a major effect on it. This demonstrates that an influencer's great following does not always translate into their followers willingness to be drawn to or suggested by them. More investigation into the reasons influencer marketing is unable to boost brand advocacy would be fascinating. It is advised that hotel management choose influencers whose passion or content aligns with the product being advertised on social media.

REFERENCES

- A. Garvin, D. (1984). Product Quality : An Important Strategic Weapon. *Business Horizons*, April, 1–4.
- Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021). *Impact of Service Quality on the Customer Satisfaction : Case study at Online Meeting Platforms*. 2, 65–77.
- Anderson, W. E. (1998). 226.-*Customer satisfaction an Word of Mouth_anderson1998 (1)*

- (pp. 5–17). *Journal of Service Research*.
<https://doi.org/DOI:10.1177/109467059800100102>
- Badrinarayanan, V., & Laverie, D. (2013). The role of manufacturers' salespeople in inducing brand advocacy by retail sales associates. *Journal of Marketing Theory and Practice*, 21(1), 57–70. <https://doi.org/10.2753/MTP1069-6679210104>
- Bakker, D. (2018). Conceptualising Influencer Marketing. *Journal of Emerging Trends in Marketing and Management*, 1(1), 79–87. www.etimm.ase.ro
- Bei, L.-T., & Chiao, Y.-C. (2011). *An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty* (pp. 126–140).
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61(October 2020). <https://doi.org/10.1016/j.jretconser.2021.102585>
- Bilro, R. G., Loureiro, S. M. C., & Ali, F. (2018). The role of website stimuli of experience on engagement and brand advocacy. *Journal of Hospitality and Tourism Technology*, 9(2), 204–222. <https://doi.org/10.1108/JHTT-12-2017-0136>
- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Cavdar Aksoy, N., & Yazici, N. (2023). Does justice affect brand advocacy? Online brand advocacy behaviors as a response to hotel customers' justice perceptions. *Journal of Retailing and Consumer Services*, 73(March), 103310. <https://doi.org/10.1016/j.jretconser.2023.103310>
- Chen, W. J. (2013). Factors influencing internal service quality at international tourist hotels. *International Journal of Hospitality Management*, 35, 152–160. <https://doi.org/10.1016/j.ijhm.2013.06.004>
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring Consumer Motivations for Creating User-Generated Content. *Journal of Interactive Advertising*, 8(2), 16–25. <https://doi.org/10.1080/15252019.2008.10722139>
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). *Social media marketing and advertising*. 15(3), 289–309.
- Ebrahim, R. S. (2019). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 0(0), 1–22. <https://doi.org/10.1080/15332667.2019.1705742>
- Forbes, K. (2016). Examining the Beauty Industry's Use of Social Influencers. *Elon Journal of Undergraduate Research in Communications*, 7(2), 78–87.
- Fornell, C., & Larcker, D. (1981). CLAES FORNELL AND DAVID F. LARCKER* Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(February), 39–50.
- Fournier, S. (1998). Consumers and Their Brands Developing. *Journal of Consumer Research*, 24(4), 343–353.
- 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>
- Gronross, C. (2015). Service Management and Marketing: Managing the Service Profit Logic. In *European Journal of Marketing*. <https://www.emerald.com/insight/content/doi/10.1108/EUM0000000004874/full/html>
- Jara, A. J., Parra, M. C., & Skarmeta, A. F. (2014). Participative marketing: Extending social media marketing through the identification and interaction capabilities from the Internet of things. *Personal and Ubiquitous Computing*, 18(4), 997–1011. <https://doi.org/10.1007/s00779-013-0714-7>

- Jillapalli, R. K., & Wilcox, J. B. (2010). Professor brand advocacy: Do brand relationships matter? *Journal of Marketing Education*, 32(3). <https://doi.org/10.1177/0273475310380880>
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence and Planning*, 37(5), 567–579. <https://doi.org/10.1108/MIP-09-2018-0375>
- Kahneman, D., & Tversky, A. (1979). PROSPECT THEORY: AN ANALYSIS OF DECISION UNDER RISK. *The Econometric Society*, 47, 263–292.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, H., Kim, W. G., & An, J. A. (2010). The effect of consumer-based brand equity on firms' financial performance. *Journal of Business Research*, 63(3), 209–215.
- Kotler, P., & Armstrong, G. (2004). *Dasar-dasar Pemasaran* (p. 347). Indeks.
- Kotler, P., & Armstrong, G. (2006). *Prinsip - Prinsip Pemasaran*.
- Kuo, N. Te, Chang, K. C., Chen, M. C., & Hsu, C. L. (2012). Investigating the Effect of Service Quality on Customer Post-Purchasing Behaviors in the Hotel Sector: The Moderating Role of Service Convenience. *Journal of Quality Assurance in Hospitality and Tourism*, 13(3), 212–234. <https://doi.org/10.1080/1528008X.2012.645200>
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767. <https://doi.org/10.1016/j.chb.2012.04.016>
- Lin, R.-H., Jan, C., & Chuang, C.-L. (2019). Influencer Marketing on Instagram. *International Journal of Innovation in Management*, 7(1), 33–41.
- Maeyer, P. De, & Estelami, H. (2011). Consumer perceptions of third party product quality ratings. *Journal of Business Research*, 64(10), 1067–1073. <https://doi.org/10.1016/j.jbusres.2011.02.001>
- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174(October 2020), 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- Morhart, F. M., Herzog, W., & Tomczak, T. (2009). Brand-specific leadership: Turning employees into brand champions. *Journal of Marketing*, 73(5), 122–142. <https://doi.org/10.1509/jmkg.73.5.122>
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring Motivations for Brand-Related Social Media Use. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/ija-30-1-013-046>
- Naaman, M., Becker, H., & Gravano, L. (2011). Hip and Trendy: Characterizing Emerging Trends on Twitter. *Journal of the American Society for Information Science and Technology*, 65, 902–918. <https://doi.org/https://doi.org/10.1002/asi.21489>
- Nguyen, K. A., & Coudounaris, D. N. (2015). The mechanism of online review management: A qualitative study. *Tourism Management Perspectives*, 16, 163–175. <https://doi.org/10.1016/j.tmp.2015.08.002>
- Olbrich, R., Jansen, H. C., & Hundt, M. (2016). Effects of pricing strategies and product quality on private label and national brand performance. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2016.01.012>
- Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL : A multiple- Item Scale for measuring consumer perceptions of service quality*. 64, 12–40.
- Parasuraman, A., Zeithaml, & V., & Berry, L. (1988). SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 62(1), 12–40.
- Park, C. W., & Macinnis, D. J. (2006). What's In and What's Out: Questions on the Boundaries of the Attitude Construct. *JOURNAL OF CONSUMER RESEARCH, Inc. •*, 33(1), 16–18.

- Pentina, I., & Koh, A. (2012). *Exploring Social Media Marketing Strategies in SMEs*. 7(4), 476. https://doi.org/10.1007/978-3-319-10912-1_156
- Ranga, M., & Sharma, D. (2014). *INFLUENCER MARKETING- A MARKETING TOOL IN THE AGE OF SOCIAL MEDIA*. 3(5), 54–60.
- Richter, D., & Schäfermeyer, M. (2011). Social Media Marketing on multiple services - The case of the student run organisation AIESEC. *19th European Conference on Information Systems, ECIS 2011*.
- Shao, G. (2009). Understanding the appeal of user-generated media: a uses and gratification perspective. *Internet Research*, 19(1), 7–25. <https://doi.org/10.1108/10662240910927795>
- Sweeney, J., Payne, A., Frow, P., & Liu, D. (2020). Customer Advocacy: A Distinctive Form of Word of Mouth. *Journal of Service Research*, 23(2), 139–155. <https://doi.org/10.1177/1094670519900541>
- Veirman, M. De, Cauberghe, V., & Hudders, L. (2017). *MARKETING THROUGH INSTAGRAM INFLUENCERS: IMPACT OF NUMBER OF FOLLOWERS AND PRODUCT DIVERGENCE ON BRAND ATTITUDE*. 32.
- Wilk, V., Harrigan, P., & Soutar, G. N. (2018). Navigating Online Brand Advocacy (Oba): an Exploratory Analysis. *Journal of Marketing Theory and Practice*, 26(1–2), 99–116. <https://doi.org/10.1080/10696679.2017.1389246>
- Wilk, V., Soutar, G. N., & Harrigan, P. (2020). Online brand advocacy (OBA): the development of a multiple item scale. *Journal of Product and Brand Management*, 29(4), 415–429. <https://doi.org/10.1108/JPBM-10-2018-2090>
- Yadav, M. (2018). *The influence of social media marketing activities on customer loyalty*. 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>