



RESEARCH ARTICLE

The Influence of Informativeness, Interactivity, and Electronic Word of Mouth in Social Media Marketing Strategy on Customer Satisfaction at Toba Caldera Resort

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ABSTRACT

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This research was conducted at Toba Caldera Resort to determine and analyze the influence of informativeness, interactivity, and electronic word of mouth (WOM) in social media marketing strategies on customer satisfaction at Toba Caldera Resort. The population in this study was visitors to Toba Caldera Resort. The sample was drawn using the Hair formula, and the sampling technique used non-probability sampling, as well as purposive sampling. The method used in this study was quantitative with an associative type. Data collection was carried out using a questionnaire and a Likert scale for variables. The data analysis tool was multiple linear regression using Statistical Package for the Social Sciences (SPSS) 25.0 software. The results showed that informativeness had a positive and significant effect on customer satisfaction, interactivity had a positive and significant effect on customer satisfaction, and electronic word of mouth had a positive and significant effect on customer satisfaction. The results of this study found that informativeness, interactivity, and electronic word of mouth simultaneously had a positive and significant effect on customer satisfaction at Toba Caldera Resort

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Introduction

The development of digital technology has brought significant changes to the way companies communicate with customers. One of the most prominent transformations is the increasing role of social media as an effective marketing tool. Social media functions not only as a means of disseminating information, but also as a medium for building relationships, shaping perceptions, and creating sustainable customer experiences. In the digital era, the use of digital marketing through social media plays an important role in supporting marketing strategies, as it is able to deliver information widely and enhance interaction with consumers. However, there are still limitations in the understanding of business actors, particularly women entrepreneurs in North Sumatra, in optimizing the use of social media as a marketing tool. This highlights the importance of the aspects of informativeness and interactivity in social media marketing strategies, which can influence customer perceptions and satisfaction (Erwansyah & Rini, 2023). In this context, Social Media Marketing (SMM) becomes a key strategy in attracting, retaining, and satisfying customers,

especially in the tourism sector, which is highly dependent on tourist experiences and destination image (Tuten & Solomon, 2018). Social media-based marketing strategies play an important role in building long-term relationships with customers. Consistently implemented social media marketing can increase brand awareness and encourage the formation of customer loyalty, as reflected in customers' intentions to repurchase and recommend products to others (Sanny et al., 2025).

The rapid development of information technology and high internet penetration have ushered in the digital era, transforming almost every aspect of human life, including communication, business, and decision-making. The internet enables people to access information without limitations of time and space, making distance no longer a barrier in the communication process. In the tourism industry, this condition requires destination managers to present relevant, attractive, and easily accessible information through digital media, especially social media. However, in practice, social media content is often still one-way and lacks depth. Therefore, the aspect of informativeness becomes very important, namely the extent to which the information presented is able to meet customer needs in a clear, accurate, and comprehensive manner (Park & Kim, 2014). Informative content helps potential tourists plan their trips, reduce uncertainty, and increase trust in tourist destinations. Nevertheless, informativeness alone is not sufficient to create an optimal customer experience. Social media must also be able to facilitate two-way communication between managers and customers. The aspect of interactivity plays a crucial role in building engagement and emotional relationships with customers. Active interactions such as responding to comments, replying to messages, and providing interactive features like polls or Q&A sessions can increase customer engagement. The higher the level of interaction established, the greater the likelihood of achieving customer satisfaction (Liu & Shrum, 2002).

In addition, in today's digital era, tourists' decisions are also strongly influenced by Electronic Word of Mouth (e-WOM), namely reviews, comments, and testimonials shared by other users through online platforms. e-WOM has a powerful influence in shaping perceptions and the image of tourist destinations because it is considered more credible than promotional messages delivered directly by managers. Satisfied customers tend to share their positive experiences, which can then influence the decisions of other potential tourists (Hennig-Thurau et al., 2004). These three elements—informativeness, interactivity, and electronic word of mouth—are important components of social media marketing strategies that are interrelated. Together, they play a role in shaping the overall customer experience, starting from the information search stage, interaction before and during the visit, to post-visit evaluation. Therefore, understanding the influence of these three variables on customer satisfaction is important to be examined further.

In the context of domestic tourism, Lake Toba is a priority destination that continues to be developed by the government. This area offers many unique tourist attractions, including Toba Caldera Resort (TCR), which is located in Sibisa Village, Ajibata District, Toba Region. Toba Caldera Resort is a tourism area covering 386.72 hectares, situated at an altitude of 1,397 meters above sea level and managed by the Lake Toba Authority Agency (BPODT). Embracing the concept of nomadic tourism, TCR offers various facilities such as glamping, an amphitheater, and diverse natural and cultural attractions, which are highly popular among tourists.

Despite its great potential, tourist visits to Toba Caldera Resort remain relatively fluctuating and unstable outside national holiday periods. BPODT data show that tourist visits during the 2023 Eid al-Fitr holiday reached 41,504 visitors; however, this figure has not demonstrated consistency during normal periods (BPODT, 2023). One factor suspected to influence this condition is the suboptimal use of social media as a marketing communication tool. Although TCR's official social media accounts are active in sharing content, they have not yet fully succeeded in presenting comprehensive information, building intensive interactions, and encouraging tourists to share their experiences digitally.



Figure 1 Review of Instagram and Google Maps

Table 1. Pre-Survey Results on Informativeness

No.	Question	Yes	No	Total
1	Is the information on Toba Caldera Resort’s social media easy to find and understand?	12	18	30
2	Is information related to facilities, prices, and operating hours clearly available?	13	17	30
3	Does Toba Caldera Resort’s social media help you plan your visit?	11	19	30

Source: Pre-Survey Results, 2025

Table 2. Pre-Survey Results on Interactivity

No.	Question	Yes	No	Total
1	Have you ever interacted directly (via DM/comments) with TCR’s social media account?	10	20	30
2	Does TCR’s social media account respond quickly to your questions or comments?	8	22	30
3	Does TCR’s social media provide features that encourage interaction (polls, Q&A, etc.)?	9	21	30

Source: Pre-Survey Results, 2025

Table 3. Pre-Survey Results on Electronic Word of Mouth (e-WOM)

No.	Question	Yes	No	Total
1	Did you read other customers’ reviews on social media before visiting TCR?	13	17	30
2	Have you ever shared your experience about TCR on social media?	9	21	30
3	Did other customers’ reviews help you decide to visit TCR?	12	18	30

Source: Pre-Survey Results, 2025

Table 4. Pre-Survey Results on Customer Satisfaction

No.	Question	Yes	No	Total
1	Are you satisfied with your overall experience visiting Toba Caldera Resort?	15	15	30
2	Does TCR’s social media reflect an experience that matches the actual conditions on site?	12	18	30
3	Do you intend to revisit TCR in the future?	14	16	30

Source: Pre-Survey Results, 2025

Method

This study applies a quantitative approach using descriptive and associative methods. This means the researcher only looks at the problems in one company without comparing it with other

companies. The population in this study were visitors to Toba Caldera Resort. The sample was taken using the Hair formula and the sampling technique was nonprobability in addition to using purposive sampling. Data collection was carried out using a questionnaire method and the variable measurement scale used a Likert scale. The data analysis tool for this study was multiple linear regression using Statistical Package for the Social Sciences (SPSS) 25.0 software.

Results and Discussion

Validity and Reliability Test

Validity and reliability tests were conducted prior to data analysis to ensure that the questionnaire items were appropriate for use as research instruments. Validity indicates the extent to which a measurement accurately measures what it is intended to measure, while reliability refers to the consistency and stability of the measurement results (Jogiyanto, 2010). According to Ghozali (2011), an instrument is considered valid if it accurately represents the concept being measured. The decision rule applied in this study states that an item is valid if the significance value is less than 0.05.

Table 5. Validity Test Results

Variable	Item	r-calculated	r-table	Remark
Informativeness (X1)	X1.1	0.845	0.306	Valid
	X1.2	0.551	0.306	Valid
	X1.3	0.453	0.306	Valid
	X1.4	0.845	0.306	Valid
	X1.5	0.845	0.306	Valid
Interactivity (X2)	X2.1	0.981	0.306	Valid
	X2.2	0.789	0.306	Valid
	X2.3	0.981	0.306	Valid
	X2.4	0.981	0.306	Valid
	X2.5	0.864	0.306	Valid
Electronic Word of Mouth (X3)	X3.1	0.722	0.306	Valid
	X3.2	0.753	0.306	Valid
	X3.3	0.729	0.306	Valid
	X3.4	0.583	0.306	Valid
	X3.5	0.583	0.306	Valid
Customer Satisfaction (Y)	Y1	0.935	0.306	Valid
	Y2	0.708	0.306	Valid
	Y3	0.935	0.306	Valid
	Y4	0.935	0.306	Valid
	Y5	0.574	0.306	Valid

Source: Processed Data, 2025

The table above shows that all 20 questionnaire items are valid, as the calculated correlation coefficients exceed the critical r-value. Therefore, the questionnaire items are suitable for further analysis.

Reliability testing was conducted to assess the consistency of the measurement instrument using Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha value exceeds 0.70.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Status
Informativeness (X1)	0.728	Reliable
Interactivity (X2)	0.954	Reliable
Electronic Word of Mouth (X3)	0.702	Reliable
Customer Satisfaction (Y)	0.880	Reliable

Source: Processed Data, 2025

All variables demonstrate Cronbach's Alpha values greater than 0.70, indicating that the instruments are reliable.

Classical Assumption Tests

Normality Test

The normality test was conducted to determine whether the regression model residuals were normally distributed. The results were evaluated using histogram and Normal P–P Plot graphs.

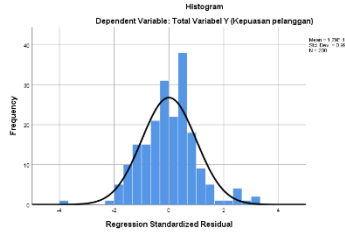


Figure 3. Histogram

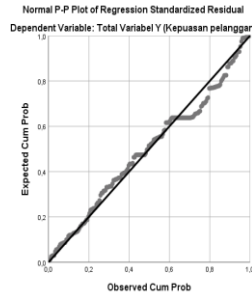


Figure 4. Normal P-P Plot

Based on the histogram, the data form a bell-shaped curve, while the Normal P–P Plot shows data points closely following the diagonal line. These results indicate that the data satisfy the normality assumption.

Heteroscedasticity Test

The heteroscedasticity test was performed using a scatterplot to examine whether the variance of residuals was constant across observations (Ghozali, 2011).

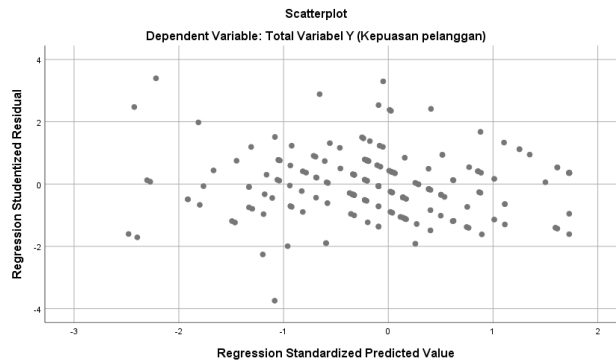


Figure 5. Scatter Plot

The scatterplot shows that the data points are randomly distributed and do not form a specific pattern, either above or below zero on the Y-axis. This indicates that heteroscedasticity is not present in the regression model.

Multicollinearity Test

The multicollinearity test was conducted by examining the tolerance and Variance Inflation Factor (VIF) values. According to Ghozali (2011), multicollinearity does not occur if tolerance values exceed 0.10 and VIF values are below 10.

Table 7. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Remark
Informativeness (X1)	0.260	3.840	No Multicollinearity
Interactivity (X2)	0.334	2.998	No Multicollinearity
Electronic Word of Mouth (X3)	0.272	3.677	No Multicollinearity

Source: Processed Data, 2025

The results indicate that all independent variables meet the multicollinearity criteria.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of informativeness, interactivity, and electronic word of mouth on customer satisfaction.

Table 8. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	2.679	0.814	—	3.290	0.001
Informativeness (X1)	0.284	0.072	0.296	3.927	0.000
Interactivity (X2)	0.315	0.062	0.331	4.958	0.000
Electronic Word of Mouth (X3)	0.271	0.072	0.279	3.780	0.000

Dependent Variable: Customer Satisfaction (Y)

Source: Processed Data, 2025

The regression equation is formulated as:

$$Y = 2.679 + 0.284X_1 + 0.315X_2 + 0.271X_3 + e$$

The constant value (β_0) of 2.679 indicates that the variables Informativeness, Interactivity, and Electronic Word of Mouth are considered constant at the Customer Satisfaction variable level. If the independent variable is 0 or constant, then Customer Satisfaction (Y) has a value of 2.679 units. The regression coefficient value of Informativeness (β_1) is 0.284, which is positive. The regression coefficient value of Interactivity (β_2) is 0.315, which is positive. The regression coefficient value of Electronic Word of Mouth (β_3) is 0.272, which is positive.

Hypothesis Testing

F-Test (Simultaneous Test)

The F-test was conducted to examine the simultaneous effect of all independent variables on customer satisfaction.

Table 9. F-Test Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	1139.183	3	379.728	159.477	0.000
Residual	466.692	196	2.381		
Total	1605.875	199			

Source: Processed Data, 2025

In the table above, the number of samples (n) is 200 respondents and the number of parameters (k) is 4, so that $df_1 = 4 - 1 = 3$; $df_2 = n - k = 200 - 4 = 196$ is obtained, then at $\alpha = 0.1$ the F table is obtained = 2.11. Based on the data obtained, the calculated F value (159.477) > F table (2.11) and significance (0.000) < α (0.05). This means that the variables Informativeness, Interactivity, Electronic Word of Mouth have a significant effect on Customer Satisfaction.

According to Ghozali (2011) the statistical t-test is intended to test the partial influence between the independent variables on the dependent variable with the assumption that other variables are considered constant, with a 95% confidence level ($\alpha = 0.05$).

Table 10. t-Test Results

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error	Beta			
(Constant)	2.679	.814			3.290	.001
1	Informativeness (X1)	.284	.072	.296	3.927	.000
	Interactivity (X2)	.315	.0624	.331	4.958	.000
	EWOM (X3)	.271	.072	.279	3.780	.000

a. Dependent Variable: Kepuasan Pelanggan (Y)

With (n) = 200, number of parameters (k) = 4, $df = (n - k) = 200 - 4 = 196$, then at an error level of $\alpha = 0.1$, the t-table value is 1.285:

The calculated t-value for Informativeness is 3.927, so the calculated t-value (3.927) is greater than the calculated t-value (1.285), and the significance value (0.000) is less than α (0.05). This indicates that the Informativeness variable has a positive and significant effect on Customer Satisfaction. Therefore, Customer Satisfaction will increase, and vice versa.

The calculated t-value for Interactivity is 4.958, so the calculated t-value (4.958) is greater than the calculated t-value (1.285), and the significance value (0.000) is less than α (0.05). This indicates that the Interactivity variable has a positive and significant effect on Customer Satisfaction. The calculated t-value for Electronic Word of Mouth is 3.780, so the calculated t-value (3.780) is greater than the t-table (1.285), and the significance value (0.000) is less than α (0.05). This indicates that the Electronic Word of Mouth variable has a positive and significant effect on Customer Satisfaction.

According to Ghozali (2011), the coefficient of determination (R²) essentially measures the model's ability to explain variations in the independent variables. The coefficient of determination value is between zero and one. A small R² value indicates that the independent variables' ability to explain variations in the independent variables provides almost all the information needed to predict variations in the dependent variable..

Table 11. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error
0.842	0.709	0.705	1.543

Source: Processed Data, 2025

The R² value of 0.709 indicates that 70.9% of the variation in customer satisfaction is explained by informativeness, interactivity, and electronic word of mouth, while the remaining 29.1% is influenced by other variables not examined in this study.

Discussion

The Effect of Informativeness on Customer Satisfaction Among Visitors to Toba Caldera Resort

Based on the results of the multiple linear regression analysis, the Informativeness variable (X1) has a positive and significant effect on Customer Satisfaction (Y). This is indicated by a regression coefficient of 0.284 with a positive direction, and the t-test results yielded a calculated t of 3.927 > t-table 1.285 with a significance value of 0.000 < 0.05. Therefore, the hypothesis stating that Informativeness has a positive effect on Customer Satisfaction is accepted.

The Effect of Interactivity on Customer Satisfaction Among Visitors to Toba Caldera Resort

Based on the results of the multiple linear regression analysis, the Interactivity variable (X2) was proven to have a positive and significant effect on Customer Satisfaction (Y) among visitors to Toba Caldera Resort. This is indicated by a positive regression coefficient of 0.315. This means that any increase in interactivity on Toba Caldera Resort's social media will be followed by an increase in customer satisfaction. The results of the partial t-test confirmed these findings, with the Interactivity variable having a calculated t-value of 4.958, which is greater than the t-table value of 1.285, and a significance value of 0.000 < 0.05. Therefore, the hypothesis stating that Interactivity has a positive and significant effect on Customer Satisfaction is accepted.

The Effect of Electronic Word of Mouth on Customer Satisfaction Among Visitors to Toba Caldera Resort

Based on the results of the multiple linear regression analysis, the Electronic Word of Mouth variable (X3) was proven to have a positive and significant effect on Customer Satisfaction (Y) among visitors to Toba Caldera Resort. This is indicated by a positive regression coefficient of 0.271. This means that the stronger the e-WOM generated on social media, the higher the level of customer satisfaction. The results of the partial t-test indicate that the variable "Electronic Word of Mouth" has a calculated t-value of 3.780, which is greater than the t-table value of 1.285, and a significance value of 0.000 < 0.05. Therefore, the hypothesis that "Electronic Word of Mouth" has a positive and significant effect on Customer Satisfaction is accepted.

The Effect of Informativeness, Interactivity, and Electronic Word of Mouth on Customer Satisfaction Among Visitors to Toba Caldera Resort

Based on the results of the simultaneous F-test, it can be concluded that the variables "Informativeness, Interactivity, and Electronic Word of Mouth" jointly have a significant effect on Customer Satisfaction among visitors to Toba Caldera Resort. This is indicated by the calculated F-value of 159.477, which is significantly greater than the F-table value of 2.11, and a significance

value of $0.000 < 0.05$. Therefore, the hypothesis that "Informativeness, Interactivity, and Electronic Word of Mouth" simultaneously influence Customer Satisfaction is accepted.

Conclusions and Recommendations

Informativeness has a positive and significant effect on Customer Satisfaction. The t-test results show a calculated t-value of 3.927, greater than the t-table value of 1.285, with a significance value of $0.000 < 0.05$. This indicates that the better the quality of information conveyed through Toba Caldera Resort's social media, the higher the level of customer satisfaction. However, the descriptive analysis results indicate weaknesses in the completeness and consistency of information updates, which could potentially impact visitor satisfaction.

Interactivity has a positive and significant effect on Customer Satisfaction. The t-test results show a calculated t-value of 4.958, greater than the t-table value of 1.285, with a significance value of $0.000 < 0.05$. Interactivity is the variable with the most dominant influence on Customer Satisfaction, as reflected in the highest Standardized Beta value. However, the descriptive analysis indicates weaknesses in the speed of response and the intensity of two-way communication between management and visitors on social media.

Electronic Word of Mouth has a positive and significant effect on Customer Satisfaction. The t-test results show a calculated t-value of 3.780, greater than the t-table value of 1.285, with a significance value of $0.000 < 0.05$. This indicates that reviews, recommendations, and other users' experiences on social media play a significant role in shaping customer satisfaction. However, the level of trust in reviews and visitor participation in sharing experiences are still moderate.

Informativeness, Interactivity, and Electronic Word of Mouth simultaneously have a significant effect on Customer Satisfaction. The F-test results show a calculated F-value of 159.477, greater than the F-table value of 2.11, with a significance value of $0.000 < 0.05$. This confirms that customer satisfaction among visitors to Toba Caldera Resort is influenced by a combination of information quality, social media interaction, and online communication between users.

Suggestions

Managers are advised to improve the quality of informativeness, particularly in terms of the completeness and clarity of information, such as facility details, pricing, terms of service, and other technical information to meet visitor needs. Managers also need to increase social media interactivity by responding more quickly, consistently, and interactively to visitor comments or questions to improve two-way communication. To strengthen electronic word of mouth, managers can encourage visitors to share their experiences through social media, for example through digital campaigns, interactive content, or appreciation programs for visitors who leave reviews.

Visitors are expected to utilize social media as a means to obtain information, interact, and share experiences honestly and constructively, thereby helping other visitors shape their perceptions and visit decisions.

For Further Researchers: Future research is recommended to include other variables that could potentially influence Customer Satisfaction, such as service quality, price, destination image, or tourism experience. Future researchers can also use different research methods, such as qualitative or mixed methods approaches, to gain a deeper understanding of visitor behavior. The research can be expanded to other tourist objects and locations so that the research results can be compared and generalized more widely.

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