DAFTAR PUSTAKA

Ajina, A. S. (2019). The perceived value of social media marketing: An empirical study of online word-of-mouth in Saudi Arabian context. *Entrepreneurship and Sustainability Issues*, *6*(3), 1512–1527. https://doi.org/10.9770/jesi.2019.6.3(32)

Ajzen, 1. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, MA: Addison – Wesley

Azjen, I. (1985). From intentions to actions: A theory of planned behavior. In: J. Kuhl, & J. Beckman (Eds.), Action control: From cognition to behavior (pp.11-39). Heidelberg: Springer.

Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.

Azjen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ:Prentice-Hall.

Average time spent daily on social media (latest 2022 data). BroadbandSearch.net. (n.d.). Retrieved June 25, 2022, from https://www.broadbandsearch.net/blog/average-daily-time-on-social-media

Berthon, P., Pitt, L., & Watson, R. T. (1996). Marketing communication and the World Wide Web. *Business Horizons*, *39*(5), 24–32. https://doi.org/10.1016/s0007-6813(96)90063-4

Bickart, B., & Schindler, R. M. (2001). Internet Forums as Influential Sources of Consumer Information. Journal of Interactive Marketing, 15, 31-40. http://dx.doi.org/10.1002/dir.1014

Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: Inter-relationship. *Tourism Management*, *22*(6), 607–616. https://doi.org/10.1016/s0261-5177(01)00035-8

Bougie, R. & Sekaran, U. (2020). Research Methods for Business: A Skill Building Approach (8th ed.). Wiley.

Breitsohl, J., Jimenez, N., & Roschk, H. (2021). Investigating consumers' motives for consumer brand-cyberbullying on social media. *The Information Society*, *38*(1), 1–12. https://doi.org/10.1080/01972243.2021.1981507

Byon, K. K., Zhang, J. J., & Connaughton, D. P. (2010). Dimensions of general market demand associated with professional team sports: Development of a scale. *Sport Management Review*, *13*(2), 142–157. https://doi.org/10.1016/j.smr.2009.07.005

Cham, T. H., Cheng, B. L., Low, M. P., & Cheok, J. B. (2020). Brand image as the competitive edge for hospitals in medical tourism. *European Business Review*, *33*(1). https://doi.org/10.1108/ebr-10-2019-0269

Cheng, Y., & Jiang, H. (2021). Customer–brand relationship in the era of Artificial Intelligence: Understanding the role of chatbot marketing efforts. Journal of Product & Brand Management, 31(2), 252–264. https://doi.org/10.1108/jpbm-05-2020-2907

Chi, C. G., & Qu, H. (2008). Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: An Integrated Approach. Tourism Management, 29, 624-636. https://doi.org/10.1016/j.tourman.2007.06.007

Cohen, J. (1988). Statistical Power Analysis for the Behavioral Sciences (2nd Edition) (2nd ed.).

Donnellan, M. B., Oswald, F. L., Baird, B. M., & Lucas, R. E. (2006). The mini-IPIP scales: Tiny-yet-effective measures of the big five factors of personality. *Psychological Assessment*, *18*(2), 192–203. https://doi.org/10.1037/1040-3590.18.2.192

120

Dwivedi, Y. K., Kelly, G., Janssen, M., Rana, N. P., Slade, E. L., & Clement, M. (2018). Social Media: The good, the bad, and the ugly. *Information Systems Frontiers*, *20*(3), 419–423. https://doi.org/10.1007/s10796-018-9848-5

Erdoğmuş, İ. E., & Tatar, Ş. B. (2015). Drivers of Social Commerce through brand engagement. *Procedia - Social and Behavioral Sciences*, *207*, 189–195. https://doi.org/10.1016/j.sbspro.2015.10.087

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, *70*, 118–126. https://doi.org/10.1016/j.jbusres.2016.05.001

Frank, A. G., Mendes, G. H., Benitez, G. B., & Ayala, N. F. (2022). Service customization in Turbulent Environments: Service business models and knowledge integration to create capability-based switching costs. *Industrial Marketing Management*, *100*, 1–18. https://doi.org/10.1016/j.indmarman.2021.10.010

Godey, B., et al. (2016). Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior. Journal of Business Research, 69, 5833-5841. https://doi.org/10.1016/j.jbusres.2016.04.181

Goldberg, L. R. (1990). An alternative "description of personality": The big-five factor structure. Journal of Personality and Social Psychology, 59, 1216-1229. doi:10.1037/0022-3514.59.6.1216

Grover, P., Kar, A. K., Dwivedi, Y. K., & Janssen, M. (2019). Polarization and acculturation in US election 2016 outcomes – can twitter analytics predict changes in voting preferences. *Technological Forecasting and Social Change*, *145*, 438–460. https://doi.org/10.1016/j.techfore.2018.09.009

Hair, J. F., Howard, M. C., & 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., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31 (1), 2-24. https://doi.org/10.1108/ebr-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

Hamid, A. A., Razak, F. Z., Bakar, A. A., & Abdullah, W. S. (2016). The effects of perceived usefulness and perceived ease of use on continuance intention to use E-government. *Procedia Economics and Finance*, *35*, 644–649. https://doi.org/10.1016/s2212-5671(16)00079-4

Henseler, J., & Sarstedt, M. (2012). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, *28*(2), 565–580. https://doi.org/10.1007/s00180-012-0317-1

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal of the Academy of Marketing Science, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hossain, M. S., Zhou, X., & Rahman, M. F. (2018). Examining the impact of QR codes on purchase intention and customer satisfaction on the basis of perceived flow. *International Journal of Engineering Business Management*, *10*, 184797901881232. https://doi.org/10.1177/1847979018812323

Johnson, J., (2022). Worldwide digital population as of April 2022. *Statista*. https://www.statista.com/statistics/617136/digital-population-worldwide/ (accessed May. 13, 2022).

Kang, M. J. (2005). A Study on the Effect of Features of Brand Community Using One-person Media on Consumers. Seoul: Seoul National University

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! the challenges and opportunities of social media. *Business Horizons*, *53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57, 1-22. https://dx.doi.org/10.2307/1252054

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

Koban, K., Stein, J.-P., Eckhardt, V., & Ohler, P. (2018). Quid pro quo in web 2.0. connecting personality traits and facebook usage intensity to uncivil commenting intentions in public online discussions. Computers in Human Behavior, 79, 9–18. https://doi.org/10.1016/j.chb.2017.10.015

Kotler, P. and Armstrong, G. (2004). Principles of Marketing. 10th Edition, Pearson-Prentice Hall, New Jersey.

Latan, H., & Noonan, R. (2017). *Partial least squares path modeling: Basic concepts, methodological issues and applications*. Springer International Publishing.

Lee, M., Han, H., & Lockyer, T. (2012). Medical Tourism—Attracting Japanese Tourists For Medical Tourism Experience. Journal of Travel & Tourism Marketing, 29(1), 69–86. doi:10.1080/10548408.2012.638564

Lee, S., 2017. A Study on Different Recognition of Importance in Enterprises' Social Media Activities Based on Comparison between Consumers and Enterprise: Focusing on Commercial and Relational Characteristics of Activity Types. Master's dissertation. Hankuk University of Foreign Studies.

Likert, R. "A Technique for the Measurement of Attitudes." Archives of Psychology no. 140, 1932, pp. 1–55.

Ma'ruf A., Indrayani, Y.A., Wardah, et al., "Indonesia Health Profile of 2020." Ministry of Health of Republic Indonesia. pp. 32, 2021.

Manthiou, A., Chiang, L., & Tang, L. (2013). Identifying and responding to customer needs on Facebook Fan Pages. *International Journal of Technology and Human Interaction*, *9*(3), 36–52. https://doi.org/10.4018/jthi.2013070103

McCrae, R. R., & John, O. P. (1992). An Introduction to the Five-Factor Model and Its Applications. Journal of Personality, 60(2), 175–215. doi:10.1111/j.1467-6494.1992.tb00970.x

Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size For Survey Research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, *4*(2), i-xx. https://doi.org/10.47263/jasem.4(2)01

Milfont, T. L., & Sibley, C. G. (2012). The big five personality traits and environmental engagement: Associations at the individual and societal level. *Journal of Environmental Psychology*, *32*(2), 187–195. https://doi.org/10.1016/j.jenvp.2011.12.006

Mouakket, S., & Sun, Y. (2019). Investigating the impact of personality traits of social network sites users on information disclosure in China: The moderating role of gender. Information Systems Frontiers, 22(6), 1305–1321. https://doi.org/10.1007/s10796-019-09933-x

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing cobras. *International Journal of Advertising*, *30*(1), 13–46. https://doi.org/10.2501/ija-30-1-013-046

Ngai, E. W. T., Tao, S. S. C., & Moon, K. K. L. (2015). Social Media Research: Theories, constructs, and conceptual frameworks. *International Journal of Information Management*, *35*(1), 33–44. https://doi.org/10.1016/j.ijinfomgt.2014.09.004

Nitzl, C., Roldan, J. L., & Cepeda, G. (2016). Mediation analysis in partial least squares path modeling. *Industrial Management & Data Systems*, *116*(9), 1849–1864. https://doi.org/10.1108/imds-07-2015-0302

Pike, S. (2005). The use of repertory grid analysis and importance-performance analysis to identify determinant attributes of universities. *Journal of Marketing for Higher Education*, *14*(2), 1–18. https://doi.org/10.1300/j050v14n02_01

Pitta, D. A., & Fowler, D. (2005). Online consumer communities and their value to new product developers. *Journal of Product & Brand Management*, *14*(5), 283–291. https://doi.org/10.1108/10610420510616313

Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and Destination Image. *Tourism Management*, *32*(3), 465–476. https://doi.org/10.1016/j.tourman.2010.03.014

Riezebos, R. K. (2003). Brand Management- A theoretical and Practical Approach. Harlow: Pearson Education Limited.

Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results. *Industrial Management & Data Systems, 116*(9), 1865–1886. https://doi.org/10.1108/imds-10-2015-0449

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. Handbook of Market Research, 1–40. https://doi.org/10.1007/978-3-319-05542-8_15-1

Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on Brand Equity and customer response in the airline industry. *Journal of Air Transport Management*, *66*, 36–41. https://doi.org/10.1016/j.jairtraman.2017.09.014

Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM:

guidelines for using PLSpredict. European Journal of Marketing, 53(11), 2322–2347. https://doi.org/10.1108/ejm-02-2019-0189

Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, *10*, 17–21. https://doi.org/10.1016/j.copsyc.2015.10.016

Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, *45*, 260–274. https://doi.org/10.1016/j.tourman.2014.05.006

Tafesse, W., & Wien, A. (2018). Implementing social media marketing strategically: An empirical assessment. *Journal of Marketing Management*, *34*(9-10), 732–749. https://doi.org/10.1080/0267257x.2018.1482365

Tasci, A. D., Gartner, W. C., & Tamer Cavusgil, S. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research*, *31*(2), 194–223. https://doi.org/10.1177/1096348006297290

Track instagram analytics, future predictions of Araphysio- SocialBlade. 2022. Retrieved May 21, 2022, from https://socialblade.com/instagram/user/araphysio

Track instagram analytics, future predictions of Medifit.Id - SocialBlade. 2022. Retrieved May 21, 2022, from https://socialblade.com/instagram/user/medifit.id

Track instagram analytics, future predictions of RoyalSportCentre - SocialBlade. 2022. Retrieved May 21, 2022, from https://socialblade.com/instagram/user/royalsportcentre

Vukasovic, T. (2013). Building successful brand by using social networking media. Journal of Media and Communication Studies, 5(6), 56-63.

World Health Organization. WHO (2020). World Health Statistics 2020: Monitoring health for the SDG's - Sustainable Development Goals. Geneva: World Health Organization. https://apps.who.int/iris/handle/10665/332070

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

Zhang, L., Gu, L., Ringler, P., Smith, S., Rushton, P. J., & Shen, Q. J. (2015). Three WRKY transcription factors additively repress abscisic acid and gibberellin signaling in Aleurone Cells. *Plant Science*, *236*, 214–222. https://doi.org/10.1016/j.plantsci.2015.04.014