

REFERENCE

- Alalwan, A. A. , R. N. P. , D. Y. K. , & W. M. D. (2019). Social Media Influences on Customer Purchase Intention: A Study of Social Media in the Context of Hospitality and Tourism. *International Journal of Hospitality Management*, 82, 42–43.
- Dole, V. S. (2019). REVIEW OF SELECT CONTRIBUTIONS OF PHILIP KOTLER TO MARKETING THEORY AND PRACTICE. *Vidyabharati International Interdisciplinary Research Journal*, 10(1). www.viirj.org
- Du, J., Zhou, X., Clark-Boucher, D., Hao, W., Liu, Y., Smith, J. A., & Mukherjee, B. (2023). Methods for large-scale single mediator hypothesis testing: Possible choices and comparisons. *Genetic Epidemiology*, 47(2), 167–184. <https://doi.org/10.1002/gepi.22510>
- Factors Influencing Customer Purchase Intention Towards Insurance Products. (2020). *International Journal of Business and Management*, 4(5), 70–79. <https://doi.org/10.26666/rmp.ijbm.2020.5.9>
- Ferdiana Fasha, A., Robi, M. R., & Windasari, S. (2019). DETERMINASI KEPUTUSAN PEMBELIAN MELALUI MINAT BELI: BRAND AMBASSADOR DAN BRAND IMAGE (LITERATURE REVIEW MANAJEMEN PEMASARAN). 3(1), 2022. <https://doi.org/10.38035/jmpis.v3i1>

- Gómez, M. , L. C. , & M. A. (2021). Social media engagement and its impact on consumer behavior: The role of brand image and perceived quality. *Journal of Business Research*, 124, 149–160.
- Halim, H. , & Z. N. (2021). *Brand Image and Customer Loyalty in the Indonesian Hospitality Sector*. 47, 182–190.
- Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Indrawan, R. (2023). Economic Growth and Consumer Behavior in Indonesia: Implications for the Hospitality Industry. *Asian Economic Journal*, 2(37), 120–135.
- Jalilvand, M. R. , & S. N. (2020). The impact of brand image on purchase intention: The mediating role of perceived quality and brand loyalty. *Journal of Promotion Management*, 5(26), 599–614.
- Keller, K. L. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. *Pearson Education*.
- Krishna, A. (2019). How Brands Acquire Cultural Meaning: Introduction. In *Journal of Consumer Psychology* (Vol. 29, Issue 3, pp. 517–518). Wiley-Blackwell. <https://doi.org/10.1002/jcpy.1120>
- Nugroho, R. (2022). Digital Marketing Trends in Indonesia: A Focus on Social Media Engagement. *Journal of Digital Marketing*, 1(15), 45–60.

- Scholtz, S. E. (2021). Sacrifice is a step beyond convenience: a review of convenience sampling in psychological research in cancer. *SA Journal of Industrial Psychology*, 47. <https://doi.org/10.4102/sajip.v47i0.1837>
- Setiawan, R. (2023). Leveraging Social Media for Brand Building in the Indonesian Hospitality Sector. *International Journal of Marketing Studies*, 16(4), 78–92.
- Sutanto, J. , S. B. , & S. A. (2021). Perceived Quality and Customer Satisfaction in Indonesia's Hotel Industry. *Journal of Tourism and Hospitality*, 3(8), 67–82.
- Tovmasyan, G. (2020). Evaluating the quality of hotel services based on tourists' perceptions and expectations: The case study of Armenia. *Journal of International Studies*, 13(1), 93–107. <https://doi.org/10.14254/2071-8330.2020/13-1/6>
- We Are Social. (2024). *Digital 2024: Indonesia*. <https://wearesocial.com/>.
- We are Social & Hootsuite. (2023). *Digital 2023: Indonesia*. <https://datareportal.com/reports/digital-2023-indonesia>
- World Bank. (2023). *Indonesia Economic Prospects: Rising to New Challenges*. <https://www.worldbank.org/en/country/indonesia/publication/indonesia-economic-prospects>
- Xiaoyan, L., Chee Hoo, W., Teck, T. S., Subramaniam, K., & Yoke Cheng, A. (2022). Influence of Customer Engagement, Perceived Quality and Brand Image on Purchase Intention of Premium Hotel's Room. *International*

Journal of Academic Research in Business and Social Sciences, 12(4).

<https://doi.org/10.6007/ijarbss/v12-i4/12977>

Yoong, L. C., & Lian, S. B. (2019). Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry. *International Journal of Academic Research in Business and Social Sciences*, 9(1).

<https://doi.org/10.6007/ijarbss/v9-i1/5363>

Zeithaml, V. A. , B. M. J. , & G. D. D. (2021). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill Education.

