Optimizing Marketing Performance Through the Integration of Social Media, Consumer Behavior Understanding, Digital Marketing, and Service Quality

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Abstract. This research investigates the impact of Social Media, Consumer Behavior Understanding, Digital Marketing, and Service Quality on Marketing Performance. In today's digital landscape, companies must strategically align multiple elements to remain competitive and enhance market outcomes. A quantitative research method was employed, involving 130 respondents, and the data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS software. The analysis indicates that Consumer Behavior Understanding, Digital Marketing, and Service Quality significantly and positively influence Marketing Performance. However, Social Media showed no significant effect, implying that its influence is contingent upon effective management and integration within comprehensive marketing strategies. An adjusted R^2 value of 0.720 suggests that 72% of the variance in Marketing Performance is explained by the model, reflecting a high level of predictive capability. These outcomes emphasize the importance of strategic synergy in marketing efforts. To enhance marketing performance, organizations should focus on developing deep consumer insights, leveraging digital platforms effectively, and maintaining high service standards. Moreover, simply maintaining a presence on social media is inadequate without the support of well-targeted and interactive content strategies.

Keywords: Marketing Performance, Social Media, Consumer Behavior, Digital Marketing, Service Quality.

1 Introduction

In today's digital era, the hospitality industry is undergoing a profound transformation driven by rapid advancements in information and communication technology. A key force behind this shift is the strategic utilization of social media and digital marketing, which serve as essential tools for attracting and retaining customers. OYO, a technology-based hospitality platform operating in various

E. N. Simorangkir and F. R. A. Lubis (eds.), *Proceedings of the International Conference on Economics, Business, Management and Accounting (ICEBesMA 2025)*, Advances in Economics, Business and Management Research 369,
https://doi.org/10.2991/978-94-6463-960-5_5

cities including Medan, faces ongoing challenges in optimizing its marketing performance amidst intensifying competition and shifting consumer behavior.

Social media has emerged as a dominant communication channel, enabling businesses to engage directly with customers, strengthen brand presence, and deliver promotional content in real-time. Simultaneously, understanding consumer behavior has become crucial for aligning marketing strategies with customer preferences, expectations, and decision-making patterns. Furthermore, the implementation of effective digital marketing strategies and the enhancement of service quality are believed to significantly influence customer perception and loyalty, thereby contributing to overall marketing performance.

By integrating social media, consumer behavior insights, digital marketing, and service quality in a cohesive manner, companies like OYO can generate added value and sustainable competitive advantage. However, there is a pressing need for empirical research to examine how the combined effect of these four elements can simultaneously enhance marketing performance, particularly within the local context of Medan City.

Several field observations indicate that OYO in Medan has experienced fluctuations in occupancy rates and customer loyalty, despite the aggressive use of digital promotions. In contrast, local competitors and platforms such as RedDoorz and Airy have demonstrated more stable growth, driven by effective customer engagement through social media and improvements in service quality.

Moreover, data from online review platforms—including Google Reviews, TripAdvisor, and social media—highlight recurring customer complaints related to mismatches between property descriptions and actual conditions, slow response times from customer service, and ineffective communication. These issues point to a gap between the digital marketing strategies implemented and the service quality perceived by customers.

Although previous studies have separately examined the impact of social media, consumer behavior understanding, digital marketing, and service quality on marketing performance, most have adopted a fragmented approach. Comprehensive research that explores the integration of these variables within a single model remains limited.

Additionally, there is a noticeable scarcity of research that specifically focuses on the digital-based hospitality sector in emerging cities like Medan. Existing studies tend to concentrate on metropolitan areas or conventional hotels, creating a literature gap in understanding marketing dynamics on platforms such as OYO at the regional level.

This study seeks to bridge that gap by presenting an integrative approach that simultaneously analyzes the roles of social media, consumer behavior understanding, digital marketing, and service quality in influencing OYO's marketing performance in Medan City.

2 Literature Review

Social Media

Social media refers to a collection of online platforms and tools that enable users to create, share, and interact with content, facilitating communication and community engagement. These platforms encompass a variety of formats such as text, images, videos, and links, and serve as vital channels for expressing opinions, disseminating information, and establishing social connections. It is stated that social media consists of three essential components: tools for producing and distributing content, the digital content itself, and users who engage with both the tools and the content [1].

Social media is an interactive platform that allows individuals and organizations to share information, ideas, and messages digitally. In the marketing context, it is utilized to foster relationships, deliver promotional content, and enhance consumer engagement [2]. Effective use of social media can strengthen brand image and amplify word-of-mouth. Indicators: number of followers, frequency of interaction, engagement rate, content consistency.

Consumer Behavior Understanding

Understanding consumer behavior involves analyzing psychological, social, cultural, and economic factors that influence purchasing patterns [3, 4]. The term "consumer behavior" encompasses not only observable actions but also the underlying motives, preferences, attitudes, and external stimuli that interact within market contexts [5].

Comprehending consumer behavior includes insights into their motivations, preferences, and decision-making processes. Understanding how consumers seek information, choose products, and respond to services is critical in designing effective marketing strategies [6]. Indicators: market segmentation, customer preferences, booking patterns, reviews and feedback.

Digital Marketing

Digital marketing refers to a range of activities that utilize digital channels and technologies to promote products, services, and brands. It typically involves the use of internet-based tools, social media platforms, and mobile applications to facilitate more effective communication with customers and enhance marketing strategies. The importance of digital marketing tools in addressing consumer preferences and improving service delivery is emphasized [7].

More specifically, digital marketing is a form of advertising conducted primarily through online platforms, encompassing various methods such as search engine optimization (SEO), content marketing, and social media engagement [8]. It is noted that digital marketing enables businesses to reach their target audiences with greater precision and efficiency [9, 10]. Indicators: SEO, SEM, email marketing, digital ads, content strategy.

Service Quality

Service quality is defined by dimensions such as reliability, responsiveness, assurance, empathy, and tangible evidence, all of which collectively shape the customer's overall service experience [11]. It reflects the interaction between service providers and customers, characterized by tangible outcomes that influence customer perceptions [12].

Service quality measures the extent to which a service meets or exceeds customer expectations. It represents the customer's perception of the service excellence received. Five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy are proposed as a framework for evaluating service quality [10]. Indicators: service speed, host friendliness, accommodation cleanliness, responsiveness to complaints.

Marketing Performance

Marketing performance is a measure of the effectiveness and efficiency of marketing initiatives relative to the objectives set by the marketing department, such as sales volume, market share, customer retention, and brand equity. It involves both qualitative and quantitative evaluations to determine how well marketing strategies contribute to broader organizational goals and financial performance [19, 20].

Marketing performance reflects how effectively a company's marketing strategies are implemented. Performance can be assessed through increases in sales, customer satisfaction, loyalty, and market share, as noted by [4]. Indicators: booking rate, positive reviews, customer retention, revenue growth.

Conceptual Framework

In the digital era, social media and digital marketing have emerged as critical tools for establishing customer relationships and expanding market reach. Proper utilization of social media can enhance awareness and engagement with products or services. Understanding consumer behavior is equally vital, as it allows businesses to grasp customer desires, habits, and motivations, thereby enabling them to develop targeted marketing strategies.

Digital marketing—which includes strategies such as search engine marketing, email marketing, and content marketing—enables businesses to measure marketing performance more accurately and efficiently. Meanwhile, service quality remains a foundational element that determines customer satisfaction and loyalty. When these four elements are effectively managed, they can collectively improve marketing performance. In the OYO context, this can be observed through increased bookings, positive guest reviews, and customer loyalty.

Drawing upon modern marketing theories such as Relationship Marketing, Customer-Centric Marketing, and the SERVQUAL model, it can be posited that social media, consumer behavior understanding, digital marketing, and service quality all influence marketing performance, both individually and collectively.

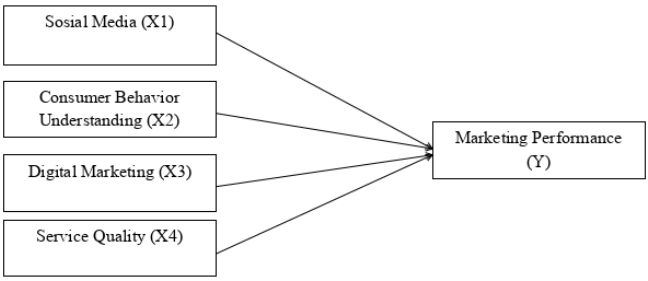

Fig. 1. Conceptual Framework

Hypothesis Development

In an increasingly digital business landscape, marketing performance is no longer determined by traditional approaches alone. Companies must integrate various strategic elements to remain competitive and sustain customer engagement. This study explores four critical factors believed to significantly influence marketing performance: social media, consumer behavior understanding, digital marketing, and service quality.

1. **Social Media and Marketing Performance**
   Social media platforms provide businesses with dynamic tools for customer interaction, content dissemination, and real-time brand engagement. The strategic use of social media can enhance customer relationships and brand visibility [2]. However, its effectiveness often depends on content quality, audience relevance, and consistency in communication.
   H1: Social Media positively and significantly affects Marketing Performance.
2. **Consumer Behavior Understanding and Marketing Performance**
   A thorough understanding of consumer behavior—including motivations, preferences, and purchasing patterns—enables companies to align marketing strategies with customer expectations. It is noted that organizations that analyze customer insights are better equipped to deliver value and strengthen loyalty [6].
   H2: Consumer Behavior Understanding positively and significantly affects Marketing Performance.
3. **Digital Marketing and Marketing Performance**
   Digital marketing allows businesses to reach targeted audiences efficiently through channels such as search engine optimization (SEO), content marketing, and email campaigns. It is argued that leveraging digital tools enables precise customer engagement and improved campaign outcomes [9, 10].
   H3: Digital Marketing positively and significantly affects Marketing Performance.
4. **Service Quality and Marketing Performance**
   Service quality is a foundational element that directly impacts customer satisfaction and loyalty. Key dimensions—such as responsiveness, reliability,

assurance, empathy, and tangibles—that influence customers' perceptions of service are identified [10]. High-quality service can drive repeat business and strengthen brand reputation.
H4: Service Quality positively and significantly affects Marketing Performance.

Table 1. Operational Definition of Research

Variable	Researcher	Dimension	Indicator
Sosial Media (X1)	Siriwardana & Ismail [14], Li et al. [15]	Awareness, Engagement, Traffic, Interaction, Advocacy	Frequensi posting, like/comment/share, user-generated content
Consumer Behavior Understanding (X2)	Naim [16], Siriwardana & Ismail [14]	Motives, Process, Preferences, Feedback	Accommodation type preferences, motivations, booking patterns
Digital Marketing (X3)	Ratar et al. [17]	SEO/SEM, Advertising, Email, Content	Digital advertising, email follow up, content strategy
Service Quality (X4)	Zeithaml et al. [10]	Reliability, Responsiveness, etc.	Response speed, cleanliness, reliability of listings
Marketing Performance (Y)	Ratar et al. [17], Hadiyati [18]	Satisfaction, Effectiveness, Profitability	Review ratings, increase in bookings & revenue

Source: Processed data, 2025

3 Methods

Type and Research Approach

This study employs a quantitative method with a causal approach, aiming to examine the effect of independent variables (social media, consumer behavior understanding, digital marketing, and service quality) on the dependent variable (marketing performance). A survey method was utilized by distributing questionnaires to both users and service providers of OYO in Medan City.

Population and Sample

The population of this research includes all active users and hosts of OYO in Medan City. The sampling technique used is purposive sampling with the following criteria:

1. Respondents have rented or listed accommodations via OYO at least once within the last six months.

2. Respondents reside in or own property in the Medan area.
3. Respondents are at least 18 years old and have experience using digital platforms.

The total sample of 130 respondents is considered adequate, aligning with the recommendation that SEM-PLS analysis requires a minimum sample size of ten times the number of indicators in the most complex construct [17].

Data Collection Technique

Primary data were gathered using a closed-ended questionnaire with a 5-point Likert scale. The questionnaire was distributed through Google Forms and directly to OYO users and property owners. Secondary data were obtained from academic journals, OYO publications, tourism statistics from Medan City, and other relevant sources.

Operational Definitions and Variable Indicators

The operationalization of variables previously described forms the basis for the development of the research instrument. Each variable comprises several dimensions and indicators, all measured using a 5-point Likert scale.

Data Analysis Technique

The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 3.29 software. This method was selected because:

1. It is suitable for studies with relatively small sample sizes (<200).
2. It can assess complex relationships between latent variables.
3. It does not require normally distributed data.

The analysis steps using SmartPLS include:

1. **Outer Model Testing (Measurement Model)**
   (a) *Convergent Validity*: loading factor values > 0.70
   (b) *Discriminant Validity*: AVE values > 0.50
   (c) *Reliability*: Composite Reliability (CR) and Cronbach's Alpha > 0.70
2. **Inner Model Testing (Structural Model)**
   (a) *R-Square*: measures the impact of independent variables on the dependent variable
   (b) *Path Coefficients*: tests the direction and strength of relationships among variables
   (c) *Significance Testing*: t-statistic > 1.96 and p-value < 0.05
3. **Bootstrapping**
   This procedure is used to test hypotheses by evaluating the statistical significance of relationships between latent variables.

Instrument Validity and Reliability Testing

Prior to conducting the final analysis, a **pre-test** was carried out with 30 respondents to evaluate the instrument's validity and reliability.

1. *Validity* was tested using Pearson correlation between each item score and the total variable score.
2. *Reliability* was assessed using Cronbach's Alpha, where $\alpha > 0.70$ indicates acceptable reliability.

4 Results

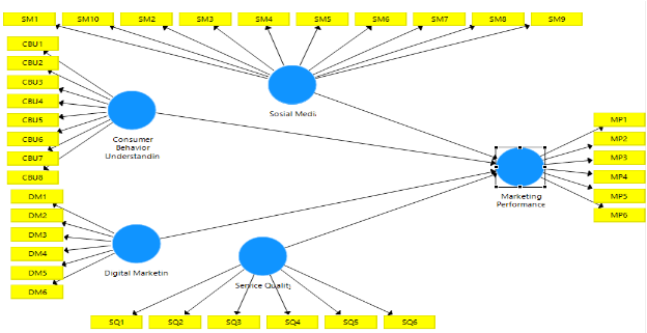

Fig. 2. Research Model
Source: Data processed with Smart PLS, 2025

Outer Model Testing (Measurement Model)

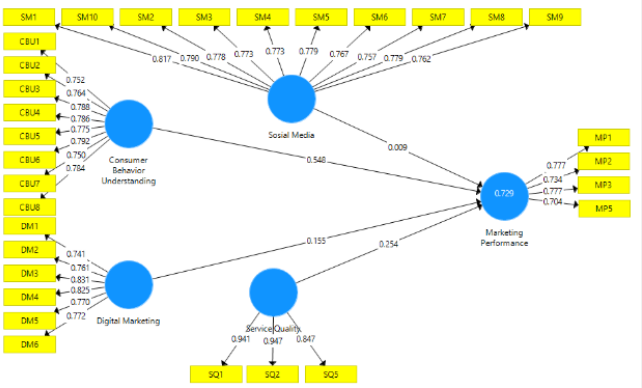

Fig. 3. Research Model
Source: Data processed with Smart PLS, 2025

Convergent Validity

Table 2. Outer Loading (Factor Loading)

	Consumer Behavior Understanding	**Digital Marketing**	**Marketing Performance**	**Service Quality**	**Sosial Media**
CBU1	0.752				
CBU2	0.764				
CBU3	0.788				
CBU4	0.786				
CBU5	0.775				
CBU6	0.792				
CBU7	0.750				
CBU8	0.784				
DM1		0.741			
DM2		0.761			
DM3		0.831			
DM4		0.825			
DM5		0.770			
DM6		0.772			
MP1			0.777		
MP2			0.734		
MP3			0.777		
MP5			0.704		
SM1					0.817
SM10					0.790
SM2					0.778
SM3					0.773
SM4					0.773
SM5					0.779
SM6					0.767
SM7					0.757
SM8					0.779
SM9					0.762
SQ1				0.941	
SQ2				0.947	
SQ5				0.847	

Source: Data processed with Smart PLS, 2025

Based on Table 2, all indicators utilized in this study exhibit loading factor values exceeding 0.7. This indicates that each indicator meets the minimum threshold for convergent validity, consistent with the criterion that a loading factor above 0.7 sufficiently represents its associated latent construct [17].

Therefore, these findings imply that all indicators in this study are strongly correlated with their respective constructs. It can be concluded that the measurement instrument demonstrates adequate indicator validity and is appropriate for further analysis within the structural model.

Discriminant Validity

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	ρ_A	**Composite Reliability**	**Average Variance Extracted (AVE)**
Consumer Behavior Understanding	0.904	0.905	0.923	0.599
Digital Marketing	0.874	0.875	0.905	0.614
Marketing Performance	0.738	0.741	0.836	0.560
Service Quality	0.900	0.915	0.937	0.834
Sosial Media	0.927	0.929	0.939	0.605

Source: Data processed with Smart PLS, 2025

As shown in Table 3, all constructs in the model have Average Variance Extracted (AVE) values greater than 0.50. An AVE value exceeding 0.50 indicates that a construct is capable of explaining more than 50% of the variance in its associated indicators [17]. In other words, the construct meets the criteria for convergent validity.

These results suggest that the measurement model in this study demonstrates strong convergent quality, where each construct substantially reflects its indicators. Consequently, it can be concluded that the model has achieved convergent validity, and the constructs used are suitable for further evaluation in the structural model analysis.

Discriminant Validity

Based on Table 4, the square root of the Average Variance Extracted ($\sqrt{AVE}$) for each construct is greater than the correlations between that construct and any other construct in the model. This result indicates that all constructs exhibit good discriminant validity, in accordance with the Fornell-Larcker criterion [23].

Discriminant validity is achieved when a construct shares a stronger correlation with its own indicators than with other constructs. In other words, the construct accurately measures the intended concept without substantial overlap with other constructs in the model.

Therefore, these findings suggest that each construct in the model is conceptually distinct and unique. This confirms that the measurement model meets the

Table 4. Fornell-Larcker Criterion

	Consumer Behavior Understanding	**Digital Marketing**	**Marketing Performance**	**Service Quality**	**Sosial Media**
Consumer Behavior Understanding	0.774				
Digital Marketing	0.624	0.784			
Marketing Performance	0.749	0.614	0.822		
Service Quality	0.670	0.437	0.695	0.913	
Sosial Media	0.720	0.637	0.657	0.607	0.778

Source: Data processed with Smart PLS, 2025

requirements for discriminant validity and is suitable for further analysis in the structural model evaluation phase.

Reliability

Referring to Table 3, all constructs in this study have Composite Reliability (CR) and Cronbach's Alpha values exceeding 0.70. CR and Cronbach's Alpha values above 0.70 indicate a good level of internal reliability for a construct [17].

1. **Cronbach's Alpha** measures the internal consistency among items within a construct. A value above 0.70 signifies that the items are consistently correlated.
2. **Composite Reliability (CR)** is considered a more accurate measure than Cronbach's Alpha in SEM-PLS contexts, as it accounts for the individual contribution of each indicator. A CR value above 0.70 indicates that the construct reliably represents its indicators.

Thus, these results demonstrate that all constructs in the study possess strong internal consistency. It can be concluded that the measurement instrument fulfills the reliability criteria and is appropriate for further analysis during the structural model evaluation stage.

Inner Model Testing (Structural Model)

R-Square

Table 5. Coefficient of Determination

	R Square	**R Square Adjusted**
Marketing Performance	0.729	0.720

Source: Data processed with Smart PLS, 2025

Based on Table 5, the Adjusted R Square value for the Marketing Performance variable is 0.720. This indicates that 72% of the variance in Marketing Performance can be explained by the independent variables: Social Media, Consumer Behavior Understanding, Digital Marketing, and Service Quality.

An Adjusted R Square value of 0.720 is classified as strong (substantial) [17]. This means the model has a high predictive capability in explaining changes or variations in Marketing Performance influenced by those four variables.

Therefore, these results suggest that the model developed in this study is both relevant and statistically significant in explaining the relationship between Social Media, Consumer Behavior Understanding, Digital Marketing, and Service Quality on Marketing Performance. Consequently, it can serve as a solid foundation for making strategic marketing decisions.

Path Coefficients

Table 6. Fornell-Larcker Criterion

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**
Consumer Behavior Understanding -> Marketing Performance	0.548	0.561	0.084	6.515	0.000
Digital Marketing -> Marketing Performance	0.155	0.152	0.070	2.229	0.026
Service Quality -> Marketing Performance	0.254	0.248	0.067	3.770	0.000
Sosial Media -> Marketing Performance	0.009	0.003	0.071	0.132	0.895

Source: Data processed with Smart PLS, 2025

Hypothesis Testing Results

Consumer Behavior Understanding → Marketing Performance

As shown in Table 6, the T-statistic value for the effect of Consumer Behavior Understanding on Marketing Performance is 6.515, with a P-value of 0.000. A relationship between variables is considered statistically significant if the T-statistic > 1.96 at a 5% significance level (two-tailed) [17]. Therefore, this result indicates a positive and statistically significant relationship between Consumer Behavior Understanding and Marketing Performance.

Digital Marketing → Marketing Performance

Table 6 also shows a T-statistic value of 2.229 and a P-value of 0.026 for the effect of Digital Marketing on Marketing Performance. This result is statistically significant since the T-statistic > 1.96 and the P-value < 0.05, indicating that Digital Marketing has a significant influence on Marketing Performance [17].

Service Quality → Marketing Performance

The T-statistic for the influence of Service Quality on Marketing Performance is 3.770, with a P-value of 0.000. This meets the criteria of statistical significance (T > 1.96, P < 0.05), suggesting a positive and significant impact of Service Quality on Marketing Performance.

Social Media → Marketing Performance

In contrast, the T-statistic for Social Media is only 0.132, with a P-value of 0.895. This result does not meet the threshold for statistical significance. It suggests that in this study, Social Media does not have a significant effect on Marketing Performance. This may be due to poor content strategies, low audience engagement, or the lack of effective integration between social media and overall marketing efforts.

Bootstrapping Interpretation

1. Consumer Behavior Understanding → Marketing Performance
   T-Statistic = 6.515, P-Value < 0.001 → Significant
   This implies that understanding consumer behavior positively and significantly influences marketing performance. Companies that effectively analyze customer needs, preferences, buying patterns, and expectations are more capable of enhancing their marketing strategies and achieving better performance outcomes.
2. Digital Marketing → Marketing Performance
   T-Statistic = 2.229, P-Value = 0.026 → Significant
   The adoption of digital marketing strategies—such as SEO, email campaigns, social media, and digital advertising—positively impacts marketing performance. Firms leveraging these tools efficiently can broaden market reach, boost brand visibility, and improve consumer engagement.
3. Service Quality → Marketing Performance
   T-Statistic = 3.770, P-Value = 0.000 → Significant
   High-quality service, including reliability, responsiveness, assurance, empathy, and tangible elements, plays a key role in strengthening customer satisfaction and loyalty, which directly contributes to improved marketing performance.

4. Social Media → Marketing Performance
   T-Statistic = 0.132, P-Value = 0.895 → Not Significant
   Social Media did not significantly impact Marketing Performance in this context. Possible reasons include low engagement levels, irrelevant content, or poor integration of social media into the broader marketing strategy.

5 Discussion

Varying levels of influence among the independent variables on Marketing Performance, as evaluated through T-statistics and P-values in accordance with the 5% significance level guidelines [17].

1. Consumer Behavior Understanding has a strong and significant influence on marketing performance. This supports the theory that strategic alignment with consumer preferences can drive higher customer satisfaction and loyalty.
2. Digital Marketing significantly contributes to marketing performance by enabling wider reach and more personalized communication, reinforcing its strategic importance in the digital transformation era.
3. Service Quality is also proven to be a key driver of performance, emphasizing the value of delivering consistent and excellent customer experiences.
4. Social Media, however, shows no significant influence, indicating that presence alone is insufficient—successful outcomes require well-integrated strategies, audience engagement, and content relevance.

Managerial Implications

1. Focus on Consumer Insight
   Companies must deepen their understanding of consumer behavior using data analytics, surveys, and trend observation to design targeted and effective marketing strategies.
2. Enhance Digital Marketing Practices
   Adopt data-driven and innovative digital marketing approaches using tools like Google Analytics, CRM, and automation to improve campaign precision and performance.
3. Strengthen Service Quality
   Invest in service training and performance monitoring to ensure high reliability, responsiveness, and customer care, thereby enhancing satisfaction and loyalty.
4. Reevaluate Social Media Strategies
   Social media should be supported by engaging, relevant content and integrated with broader marketing plans. Interactive campaigns and performance measurement through social analytics tools are essential for effectiveness.

6 Conclusion

Based on the bootstrapping analysis, the study draws several key conclusions:

1. Consumer Behavior Understanding has a positive and significant effect on Marketing Performance, highlighting the importance of customer insight in marketing success.
2. Digital Marketing is also a significant contributor, affirming its role in expanding market reach and reinforcing brand identity.
3. Service Quality significantly impacts marketing outcomes by enhancing customer experiences and loyalty.
4. Social Media, however, does not significantly affect Marketing Performance in this study, possibly due to inadequate content strategy or low user engagement.

Suggestions for Future Research and Practice

1. Develop more comprehensive tools for measuring consumer behavior and integrate insights into marketing plans.
2. Optimize digital marketing efforts through segmentation, personalization, and continuous innovation.
3. Maintain high standards of service quality to foster long-term customer relationships.
4. Reassess social media strategies to ensure content alignment with audience interests and maximize engagement.
5. Future studies could explore moderating or mediating variables—such as content engagement, brand trust, or interactivity—that may influence the relationship between social media and marketing performance.

7 Limitation

Although this research offers meaningful insights into the effects of social media, consumer behavior understanding, digital marketing, and service quality on marketing performance—specifically in the context of OYO in Medan City—it is important to recognize several limitations that may affect the interpretation and generalizability of the findings:

1. **Geographical Limitation**
   This study is confined to OYO users and hosts located in Medan City. As a result, the outcomes may not be applicable to other regions that differ in socio-economic context, digital infrastructure, or consumer behavior patterns.
2. **Platform Inconsistency**
   While the title and abstract highlight OYO as the research focus, the actual data were collected from OYO participants. This inconsistency may limit the external validity, especially regarding platform-specific conclusions.

3. **Cross-sectional Nature**
   Because the data were gathered at a single point in time, this study adopts a cross-sectional design, which restricts the ability to observe trends or long-term impacts on marketing performance. Any causal interpretation should be approached cautiously.
4. **Self-reported Measures**
   The use of self-administered questionnaires introduces potential bias, including social desirability effects and inaccurate self-perception, which may influence the validity of the responses.
5. **Scope of Variables**
   The research model includes only four independent variables. Other relevant aspects, such as brand credibility, customer involvement, quality of user-generated content, pricing strategies, or competitive dynamics, were not incorporated.
6. **Absence of Moderators or Mediators**
   The model does not account for any moderating or mediating variables—such as content relevance, user trust, or digital literacy—that could help clarify the insignificant effect of social media on marketing performance.
7. **Sample Size and Technique**
   The sample, drawn through purposive sampling and limited to 130 respondents, may not adequately reflect the full diversity of the target population, thus reducing the generalizability and statistical robustness of the results.

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