



The Influence of Local Friendliness, Perceived Risk, and Travel Motivation on Electronic Word-of-Mouth Mediated by Digital Marketing in North Sumatera

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Abstract. The role of media and marketing is certainly crucial in running a business. Therefore, it is crucial to examine the influence of local friendliness on electronic word-of-mouth (eWOM) mediated by digital marketing in North Sumatera. Digital marketing serves as the dependent mediator, while local friendliness serves as the independent variable, and electronic word-of-mouth serves as the intervening variable. This research employed quantitative methods, supported by in-depth literature data. All data from the variables were processed using structural equation modeling with a partial least squares approach in SmartPLS software. The population in this study was people who use online transactions in North Sumatera. The sample size was 168 respondents. Based on the analysis and comparison, it was concluded that local friendliness influences electronic word-of-mouth in North Sumatera. Likewise, digital marketing influences electronic word-of-mouth in North Sumatera. Furthermore, local friendliness also influences digital marketing in North Sumatera. The indirect variable found a significant influence of local friendliness on electronic word-of-mouth (eWOM) mediated by digital marketing in North Sumatera.

Keywords: Local Friendliness, Electronic Word-Of-Mounth, Digital Marketing, North Sumatera

1 Introduction

In today's Industrial Revolution, all businesses are required to adapt to a rapidly changing business environment, and digital technology is one such approach. Several studies have shown that digitalization can improve business outcomes. Marketing that uses digital technology to deliver messages is known as digital marketing. However, the internet has become the most important digital medium by far [1]. Because it is effective and affordable, digital marketing is a popular strategy for growing business, as it is accessible to anyone with an internet connection. Business owners must have a sound strategy to achieve results from digital marketing.

Furthermore, environmental friendliness is an important consideration. Electron is a word of mouth. Nowadays, being environmentally friendly has become a popular lifestyle. The concept of user-friendliness has attracted the attention of business owners. A person's decision to promote and protect the environment is known as environmentally friendly behavior. This study, published by [2], emphasized the relationship between attitudes and behavior toward the environment.

People will consume environmentally friendly products if they behave in an environmentally friendly manner. Both internal and external factors drive the use of environmentally friendly products. Internal factors include information, knowledge, attitudes, and environmental awareness [3], and external factors include word of mouth (WOM), advertising, media, and reference groups [4]. Starting with reducing energy consumption such as electricity, water, and fuel, among others, can demonstrate an individual's environmentally friendly behavior. Due to its greater reach and accessibility, electronic word of mouth communication is more effective than offline word of mouth communication [5]. [6] showed a significant positive effect of electronic word of mouth on return visits. Based on all the variables described above, the researchers were interested in examining the role of digital marketing in mediating local friendliness towards electronic word of mouth (WOM) in North Sumatra

2 Literature Review

2.1 Digital Marketing

People will consume environmentally friendly products if they behave in an environmentally friendly manner. Two factors, internal and external, drive the use of environmentally friendly products. Internal factors include information, knowledge, attitudes, and environmental awareness [3], and external factors include WOM, advertising, media, and reference groups [4]. Starting with reducing energy consumption such as electricity, water, and fuel, among others, can demonstrate an individual's environmentally friendly behavior. Due to its greater reach and accessibility, electronic verbal communication is more effective than offline verbal communication [5]. [6] showed a significant positive effect of Electronic Word of Mouth on return visits. Based on all the variables described above, the researcher is interested in examining whether digital marketing plays a role in mediating local friendliness towards electronic word-of-mouth (ewom) in North Sumatra. According to [7], digital marketing refers to the use of the internet and other interactive technologies to generate and connect information, which is used in digital transactions [8, 9]. This supports research by [10] and [11], which showed that digital advertising generally influences purchasing decisions. However, [12] and [13] stated that digital advertising does not have a significant influence on purchasing decisions.

Digital marketing is a type of marketing that encompasses branding through various web-based media, such as blogs, websites, email, AdWords, and social

media [14]. Digital marketing is the use of the internet and other interactive technologies to create and connect information between businesses and customers. Examples of these interactive technologies include websites, search engine marketing, web banners, social networking, viral marketing, email marketing, and affiliate marketing [15]. New marketing methods are emerging amidst the decline in traditional marketing performance. According to them, there are six indicators of digital marketing: websites, search engine advertising, web banners, social media advertising, email advertising, and affiliate advertising. A study by [16], found that online marketing has a significant positive effect on factors influencing purchasing decisions. Using digital media to promote and market a particular brand is called digital marketing. With the growth of the internet and technology, digital marketing has become a very popular strategy and is used by almost all marketers worldwide. This shows that the internet is a very prospective market. Digital marketing is marketing that offers new access to advertising through platforms such as gaming devices, mobile phones, and the internet [17]. There is a shift from conventional marketing such as TV, radio, and print media to new, more interactive technology marketing.

Digital marketing has a broader scope and encompasses digital media such as the internet, email, and wireless media, as well as digital customer data management and how the internet can be used in conjunction with traditional media to acquire and provide services to customers [18]. Companies must have the ability to identify target buyers, determine which websites are appropriate for advertising products, use search engine optimization to improve website visitor rankings by achieving high rankings in search engine results pages, and create engaging content that connects consumers with the product.

Currently, digital marketing is a highly sought-after marketing tool for supporting various activities. Consumers are shifting from conventional and traditional marketing models to modern models, namely digital marketing. In digital marketing, communication and transactions can occur at any time. A survey conducted by [19] found that 132.7 million people in Indonesia have internet access. This indicates that the internet currently plays a significant role in consumer decision-making regarding their purchases. With the increasing number of people using the internet and social media, there are significant opportunities for businesses to market their products. In [20], Hayden and Herman used the term "hot red" to describe the enormous opportunity for internet marketers.

Marketing products online can be more profitable because it allows for lower costs, faster responses, and more efficient marketing methods [20]. The rapid and affordable dissemination of information is expected to increase sales and achieve revenue targets. By viewing posted testimonials or comments, digital marketers can also determine how customers respond to the products offered. Effective communication can build better relationships with customers. This will indirectly increase customer satisfaction.

2.2 Local Friendliness

Local friendliness, or friendly behavior, has become a popular lifestyle. To meet consumer needs, businesses are beginning to consider the concept of environmental friendliness. An individual's decision to promote and protect the environment is known as environmentally friendly behavior. This study, published by [2], emphasized the relationship between attitudes and behaviors toward the environment.

Friendliness is crucial because it can influence employee satisfaction levels and their relationships with customers. Friendly employees are a crucial part of a successful service relationship because a service relationship is considered successful when employees are kind and friendly to customers. Furthermore, if employees encounter customers who complain about their service failures, this should empower frontline employees. Managers must have the courage to trust their employees to provide the best service to their clients so that clients feel close to them [21].

People will consume environmentally friendly products if they engage in environmentally friendly behavior. Both internal and external factors drive the use of environmentally friendly products. Internal factors include information and knowledge, attitudes, social context, and environmental awareness [22]. External factors include advertising, WOM media, and reference groups [4]. Over time, an emotional bond can be formed by a product's environmental friendliness. The level of a product's environmental friendliness is useful for meeting the environmental effectiveness of a product, service, or brand [23]. When a product's environmental friendliness matches consumers' expectations of a product, service, or brand, consumers will like the product and can be considered an active component, so consumers are willing to repurchase the product [24].

Based on previous research, companies have employed various strategies to meet consumer demand for environmentally friendly products [25]. Previous research found that green practices demonstrate positive behaviors and attitudes toward the environment, enabling companies to meet consumer demand and positively impact the environment [25]. Furthermore, as a result of global warming, consumers have become more environmentally conscious and committed to purchasing environmentally friendly products [23]. Consequently, companies are encouraged to improve the quality of green products during the manufacturing process, leading consumers to perceive products with a higher level of environmental quality.

Greenness is a crucial component of business success. If the level of greenness meets consumer expectations regarding the desire and need for green products, consumers will willingly rely on the product, service, or brand based on the resulting trust or expectation of its environmental performance, benevolence, and capability, which can be referred to as the green trust component [23]. On the other hand, if consumers question the environmental friendliness of a product, they will also doubt the reliability, effectiveness, and environmental capabilities of the product and question its trustworthiness.

2.3 Electronic Word-Of-Mounth (Ewom)

According to [26], electronic word of mouth is statements made by actual, potential, or former consumers about a product or company. In this case, this information is accessible via the internet to individuals and organizations. Electronic word of mouth offers a variety of ways to exchange information, much of it confidentially or anonymously [26]. This is done to provide geographic and temporal freedom, as at least some electronic word of mouth is permanent in written form. [27], "Electronic word of mouth" is a type of marketing communication conducted online through internet social media and contains positive and negative statements made by potential and former customers about a product. From the statement above, it can be concluded that electronic word of mouth is a type of marketing communication conducted online through internet social media that is widely available.

3 Research Method

This study used a quantitative method, examining human resources, to determine the role of digital marketing in mediating local friendliness toward electronic word-of-mouth (ewom) in North Sumatra. Explanatory research was used to identify and limit the research to ensure it was applicable and researchable [28]. This research was of a verification nature, which, according to [29], explains that a verification research design is a research method that aims to determine causal relationships (cause and effect relationships) between variables through hypothesis testing using statistical calculations, ultimately yielding evidence indicating whether the hypothesis is accepted or rejected.

The variables used were digital marketing as the dependent mediator, local friendliness as the independent variable, and electronic word-of-mouth (ewom) as the intervening variable. All data from the variables were processed using structural equation model analysis with a partial least squares approach in SmartPLS software. The population in this study was people who use online transactions in North Sumatra. This research refers to the first rule, so the researcher determined the number of samples using the maximum likelihood estimation method at 168 respondents.

3.1 Operational Definition

operational definition is needed to provide guidance on how a variable is measured so that this operational definition will provide limitations to researchers so that researchers know the measurement of a variable and know the good or bad of the measurement. Each variable in this study is measured in a Likert scale score arranged based on a 5 (five) scale or a Likert scale implemented in five options, namely: SS (Strongly Agree) has a score of 5, S (Agree) has a score of 4, N (Neutral) has a score of 3, TS (Disagree) has a score of 2, and STS (Strongly Disagree) has a score of 1. The variable studied in this study is the

role of digital marketing in mediating local friendliness towards electronic word-of-mouth (ewom) in North Sumatra.

Table 3.1: Operational Definition of Variables

No	Variables	Operational Definition	Dimensions	Size	Questionnaire Code
1	Local Friendliness (X1)	Criteria for measuring how friendly the local population is in a region or country.	The community is very open and welcoming to outsiders who come to North Sumatra.	Interval	X1 1
			The people of North Sumatra always build good communication with other communities.		X1 2
			As a North Sumatran, I enjoy living with people from outside North Sumatra.		X1 3
			My superiors always provide input and provide evaluations for the benefit of the company.		X1 4
			I always strive to smile and greet others in a friendly manner.		X1 5
2	Electronic Word-of-Mouth (eWOM) (Y1)	Positive or negative statements made by consumers about a company's products or services and shared with other consumers via the internet.	Shopping in North Sumatra is very affordable, and the goods are also good.	Interval	X4 1
			I often tell my friends that North Sumatra is very interesting to visit.		X4 2
			The friendliness of the people in North Sumatra makes me want to settle here.		X4 3
			I often search online for information about interesting locations in North Sumatra.		X4 4
			I often post about unique locations I have visited.		X4 5
			My friends from outside North Sumatra often ask about interesting tourist spots in North Sumatra.		X4 6
3	Digital Marketing (Y2)	Marketing products or services using digital media, such as the internet, social media, and email.	I initially came to North Sumatra because of the many interesting locations I saw online.	Interval	Y1 1
			In North Sumatra province, there are many creative people who are capable and should promote North Sumatra through direct and indirect media. I often send interesting locations to my friends online.		Y2 2
			The North Sumatra government must also be more serious about promoting the uniqueness of North Sumatra through online media.		Y3 3
			The North Sumatra government must work to eliminate misinformation related to issues in North Sumatra.		Y4 4
			It is important to regularly promote the quality and prices of superior products available in North Sumatra.		Y5 5

The types and sources of data used in this study are primary and secondary data. Data collection is a systematic and standardized procedure for obtaining the necessary data. To collect research data, the author used methods including observation, questionnaires, and in-depth literature review.

Essentially, the purpose of the data processing and analysis techniques used in this study is to obtain information relevant to the research objectives. Data analysis is the process of simplifying data so that it is easier to read and interpret. This study uses descriptive and statistical analysis. For quantitative analysis, this study uses qualitative data measured on a scale, resulting in numerical results that are processed using statistical methods. The SEM-Partial Least Squares (PLS) data analysis technique was used in the SmartPLS 3.0 program.

3.2 Hypothesis

1. Local friendliness influences electronic word-of-mouth (eWOM) in North Sumatra.

2. Digital marketing influences electronic word-of-mouth (eWOM) in North Sumatra.
3. Local friendliness influences digital marketing in North Sumatra.
4. Local friendliness influences electronic word-of-mouth (eWOM) mediated by digital marketing in North Sumatra.

4 Results

4.1 The Influence of Local Friendliness towards Electronic Word-of-mouth in North Sumatra



Fig. 1. Local Friendliness influence on Word-of-mouth

Local friendliness generally provides a positive experience for visitors. This experience can encourage consumers to recommend their experiences through e-word of mouth. Local friendliness indirectly influences e-word of mouth. According to [5], e-word of mouth is more effective than offline word of mouth communication due to its greater accessibility and reach in North Sumatra.

Indirectly, local friendliness is linked to e-word of mouth. e-word of mouth is more effective and efficient than direct word of mouth communication. Therefore, every company must create a comfortable environment for every visitor or buyer in North Sumatra. This will significantly influence the growth and return of consumers to North Sumatra.

The results of this study also emphasize that hospitality, adequate facilities, and unique local products are crucial for creating a satisfying tourism experience. As research conducted by [30] shows, good hospitality can enhance tourists' impressions of a destination. The study found that friendliness and speed of service significantly influence visitor satisfaction levels.

This research supports the theory that tourism experiences play a crucial role in shaping tourist satisfaction, which then impacts positive word-of-mouth (WOM) behavior [31]. A pleasant tourism experience creates an emotional attachment for tourists, which encourages them to share their experiences through WOM. According to research conducted by [32], WOM plays a strategic role in marketing tourist destinations, especially souvenir centers that rely on positive reviews as a primary promotional strategy. Therefore, it can be concluded that local friendliness has an influence on electronic word-of-mouth (WOM) in North Sumatra.

4.2 The influence of digital marketing on electronic word-of-mouth (ewom) in North Sumatra



Fig. 2. Digital Marketing influence on Electronic Word-of-mouth

A purchasing decision is a step taken by consumers before making a decision to purchase a product or service. A purchasing decision is a selection from two or more alternative purchasing decision options. This means that a person must have several alternative choices to make a decision [33]. An online purchasing decision is a purchasing action taken by consumers after going through a selection process, combining knowledge to evaluate two or more alternative behaviors in North Sumatra.

Digital marketing is a marketing medium currently in high demand by the public to support various activities. They are gradually moving away from conventional/traditional marketing models and shifting to modern marketing, namely digital marketing. Digital marketing communications and transactions can be carried out at any time in digital marketing. A survey conducted by [19] found that 132.7 million Indonesians are connected to the internet, where the internet currently plays a significant role in determining consumer purchasing decisions. There are six digital marketing indicators according to: Website, Search Engine Marketing, Web Banner, Social Network, Email marketing, Affiliate marketing. Research results by [11,16] stated that digital marketing has a significant positive influence on purchasing decision variables in North Sumatra.

According to [34], digital marketing is the use of the internet and other interactive technologies to create and connect information, which is used for digital transactions [9]. This is supported by research by [10,11] that influences purchasing decisions. However, [12,13] differ in their findings, which show no significant influence on purchasing decisions.

Essentially, digital marketing plays a role in electronic word-of-mouth. The important role of eWOM in product evaluation, [35] have documented the differential impact of eWOM under various conditions. For example, showed that eWOM increases the time required to consider recommended products. eWOM differs from traditional word-of-mouth (WOM) in three important ways, in their study on the influence of digital marketing activities and consumer online behavior on increasing consumer awareness and its impact on purchasing decisions, they found that digital marketing has a positive effect on electronic word of mouth. Research conducted by [36] analyzed the influence of e-marketing mix

strategies on purchasing decisions in online stores. The results showed that partially, the factors that had a positive and significant effect were ease of use. Meanwhile, the factors that had a negative and significant effect were price, product, and website atmosphere. Therefore, it can be said that digital marketing has an effect on electronic word of mouth in North Sumatra.

4.3 The influence of local friendliness on digital marketing in North Sumatra



Fig. 3. Local Friendliness on Digital Marketing

Friendly behavior toward visitors is paramount in any business. Because local friendliness essentially drives the implementation of the existing system. Therefore, local friendliness is a crucial factor to consider in any business. As is generally the case in the business world, local friendliness will drive the implementation of a better and more efficient digital marketing system. Digital marketing is one of the systems used to market a product in North Sumatra.

Quality service in North Sumatra is one of the most effective marketing approaches because it goes beyond selling and informing (telling and selling) products, but also involves understanding and creating value and satisfaction for consumers [37], the concept of experiential marketing encompasses experiences that fulfill consumers' emotional needs, not just providing profitable goods and services. Therefore, a friendly attitude toward every visitor is crucial for the marketing system to be considered as operating as it should.

Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, emails, AdWords, or social networks [8, 14]). Digital marketing is the use of the internet and other interactive technologies to create and connect information between companies and consumers in the form of websites, search engine marketing, web banners, social networking, viral marketing, email marketing and affiliate marketing [15]. The results of this empirical test are in line with research conducted by [10] and [11] which stated that digital marketing has a significant positive influence on online purchasing decision variables. The increase in the number of internet and social media users is a huge opportunity for business actors to market their products. At a time when the effectiveness of traditional marketing is declining, new methods in the marketing world are experiencing significant growth in North Sumatra. So it can be concluded that there is an influence of local friendliness on digital

marketing in North Sumatra. Therefore, it is concluded that local friendliness has a significant influence on electronic word-of-mouth (eWOM) mediated by digital marketing in North Sumatra.

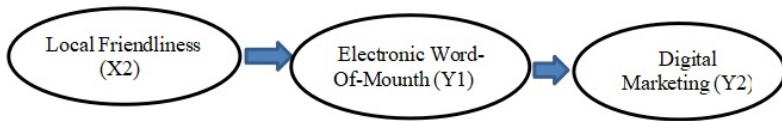


Fig. 4. Local Friendliness on Electronic Word-of-mouth and Digital Marketing

5 Conclusion

Based on the analysis and comparison results, it was concluded that local friendliness influences electronic word-of-mouth (ewom) in North Sumatra. Likewise, digital marketing influences electronic word-of-mouth (ewom) in North Sumatra. Furthermore, local friendliness also influences digital marketing in North Sumatra. Indirect variables found a significant influence of local friendliness on electronic word-of-mouth (ewom) mediated by digital marketing in North Sumatra. Therefore, it can be explained that in this study, all have a significant relationship.

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