

The Influence of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty in Cititrans Travel

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Abstract

This study discusses the Analysis of the Effect of Social Media Marketing Activities (SMMA) on Brand Awareness, Brand Image, and Brand Loyalty at the Cititrans Travel Company. The data was gathered from 100 respondents obtained from distributing questionnaires through social media platforms Instagram, Whatsapp, and Line, and the data was processed using *Smartpls*. Furthermore, the results of this study indicate that the SMMA variable has a positive and significant effect on brand awareness. The SMMA variable has a positive but not significant effect on brand image. The Brand Awareness variable has a significant positive effect on the brand image and brand loyalty variables, and the brand image variable has positive and significant results.

Keywords

Social Media Marketing Activities, Brand Equity, Brand Awareness, Brand Image, and Brand Loyalty.

1. Introduction

Along with the times, business competition is no longer a mystery to the majority of business players; yet, business competition is a widespread phenomenon that will likely continue to emerge in the business world. This business competition is a result of technical advancements that make business competition between business players more intense, particularly for intercity Travel Agent businesses. Each of the many brands of inter-city travel agents will be perceived differently and randomly by consumers as a brand image that influences their purchasing decisions. This competitive phenomena causes players in the travel industry to compete to give the greatest service for prospective passengers; thus, corporate management must be able to develop, enhance, and retain customer satisfaction among competitors. In addition to relying on it through products or services with various differences and advantages, creating a brand is one of the capitals that enables enterprises to win the competition (Ahmad et al., 2021).

According to Moeliono et al. (2020), a brand is an entity that gives meaning associated with value and represented in the form of a name, term, sign, symbol, or design, or a combination of both. A brand is intended to identify and differentiate the goods and services of a seller or group of sellers from its competitors. Moeliono et al. explain that a brand can have a very strong position and become capital/equity. Brands do play an important role for producers or consumers, because the brand is a promise from the seller or company to continue to be consistent in providing quality assurance for an item or service offered, but the role for a brand is not just a name or differentiator from competing brands (Hasbi et al., 2021). The brand is also expected to have strength in its market so that it can be accepted by consumers, which in the end the brand will have a level of brand loyalty from consumers. If consumers think that certain brands are physically different from competing brands, then the brand image will be attached continuously so that they can form loyalty to certain brands (Putri et al., 2021). That way the company must create a brand in order to differentiate it from competitors, because if there is an error in making the brand it will hinder all value that will enter the company. According to East et al. (2017), brands offer two types of benefits: functional and emotional. Functional benefits refer to the capabilities of the product offered. While the emotional benefit is the brand's ability to make users feel something during the buying process or during consumption.

The marketing of travel services consists of several activities that aim to attract customers by motivating them to be interested in using them by holding a program. One of them is using social media. One of the communication channels used by several companies is social media platforms. Social media is defined as an online platform site or application that facilitates interaction, collaboration, or content sharing between users (Dewi et al., 2021). With the role of social media in marketing, companies can communicate more interactively and be innovative to channel

ideas, content that can be directly shown to other users. Social media marketing activities aim to reach and provide information to consumers about brands and products, as well as encourage consumers to choose products and brands. In addition, at a very low cost, informing customers about products and brands is very functional in terms of brand awareness, because by informing brands on social media, millions of social media users will see it indirectly (Elisa et al., 2022). In this way, travel managers are encouraged to keep looking for new innovations in developing the travel so that it is not empty of customers.

Basically the services provided by travel companies can already be enjoyed by customers starting from how to order tickets, ticket reservations can be made either directly or via telephone, if you have made the payment stage the customer can wait for the departure time in the waiting room which has been provided with facilities in the form of an air-conditioned room, comfortable sofa, newspaper, public toilet, free snacks, and drinks. Many other things travel companies do to maintain customer loyalty. This condition also occurs in one of the travel companies, namely the company *Cititrans Travel*.

PT Citra Tiara Global, commonly known as Cititrans, was originally located at Jalan Dipatiukur no.53 Bandung City. Cititrans is a transportation service provider company in the form of travel vehicles and light goods delivery in the form of package delivery. Cititrans provides professional service standards to its customers in the form of comfort and safety which are the company's top priorities, so Cititrans loyal has customers by always using services Cititrans Travel as their transportation for traveling between cities. The number of service providers participating in opening public transportation between cities, especially in Bandung and Jakarta, Cititrans Travel has many competitors, including Cipaganti Travel, Baraya Travel, Transline Travel, Day Trans Travel, X-Trans Travel and many others. The travel mentioned above makes the difference in the pool's location and the facilities offered.

Competition in the travel world is currently increasingly competitive, thus encouraging Cititrans Travel to create a new marketing strategy, namely creating the Cititrans Card (CTC) program. Cititrans Card is a membership card that is specifically owned for Cititrans users as a means of payment in various transactions Cititrans pool, with a maximum multiple of Rp.500,000. Using this card, consumers will get special prices when purchasing Cititrans tickets, from the normal price of Rp. 135,000 to 130,000. The program aims to maintain the number of customers and customer loyalty to the company Cititrans, because customer loyalty will be realized if the company can meet its customers' needs, tastes, and desires; besides that, customer confidence in using transportation is getting better. The purpose of this study is to analyze how the influence of Social Media Marketing Activities on Brand Awareness, Brand Image, and Brand Loyalty in Cititrans Travel Company.

2. Literature Review

Social Media Marketing Activities

Social media plays an important role when companies establish marketing relationships with consumers because social media has now become a phenomenon that is growing so rapidly in the marketing world. Marketers have come to understand the use of social media as an integral part of their marketing strategy in a relatively short period of time. Marketers use social media Marketing Activities for a variety of marketing purposes, including branding, research, customer relationship management, service and promotion, with social media being the most valuable to brands (McKee, 2021).

In some ways, social media turns consumers into marketers and advertisers, creating positive or negative pressure. The negative impact on the company, its products and services, depends on how the company is presented. Social media marketing is also seen as more authentic as marketers try to showcase the brand rather than trying to control the brand image when communicating with consumers. According to McKee (2021), with the emergence of internet-based social media, the influence of consumer-to-consumer communication may widen in the market quickly. Furthermore, consumers will receive information about products and services from alternative sources, especially by consulting with other consumers through online comments and electronic social networking websites.

Brand Equity

Brand Equity became one the main and strategic asset for most business actors. Brand marketing strategy focuses on making the brand more preferred among the options considered by customers in the defined subcategory and has the challenge of creating a brand that customers can like. Furthermore, Brand equity is the value of a brand based on how strong the value of the brand has the value of brand loyalty, consumer awareness of the brand, perceived quality, brand associations, and various other assets such as patents, trademarks and distribution network relationships (Reza Jalilvand & Samiei, 2012). The stronger the brand equity in a product, the greater the consumer confidence in the buying decision process, which leads to the company's profits over time. So it can be

concluded that brand equity is a consumer's perception of the privilege of a brand compared to other brands, and brand equity is not just a characteristic attached to a product or service.

Brand Awareness

Brand Awareness is the ability or ability of potential buyers or consumers to recognize or remember a brand. Brand awareness requires a continuum, from not being sure whether a particular brand was previously known to convincing consumers that the product is the only brand in the product family. Furthermore, the role of brand awareness in brand equity that the brand is creating a value in the minds of consumers (Kotler et al., 2015) are categorized into four tiers as follows:

1. Not aware of Brand (Unaware of Brand), a level of a brand's lowest level where consumers are not aware of the existence of a brand.
2. Brand Recognition is a minimal level of brand awareness which is brand recognition with the help, for example, with the help of a brand list, image list, or brand stamp.
3. Brand recall reflects what brands are remembered by consumers after mentioning the first mentioned brand.
4. Top of Mind is a brand on a product that is first mentioned by consumers spontaneously.

The role of brand awareness in overall brand equity depends on the level of awareness achieved by a brand. Brand awareness will encourage customer loyalty to the products produced by a company. Brand awareness is a very important asset element for a company because brand awareness can directly affect brand equity. If consumer awareness of a brand is low, it can be determined that brand equity is also low. The ability of consumers to recognize or remember the brand of a product varies depending on the level of brand communication or consumer perceptions of the product brand offered.

Brand Image

Brand image plays an important role in purchasing decisions where companies must have a good image to generate consumer buying interest. According to Armstrong et al. (2014), brand image is everything that consumers describe, perceptions, and feelings about the product and its performance and everything else that means consumers. In addition, brand image is an accumulation of interpretations received by consumers in the form of information, the results of these interpretations can be in the form of how consumers interpret and what information is interpreted. This is why the corporation strengthens its products to build a positive brand image and remain memorable in consumers' eyes. On the basis of direct consumer experience, which includes both functional and emotional fulfillment, the brand image is determined. A strong brand can attract consumers to use it as a determining factor in the selection of purchasing decisions, while a strong condition is brand image.

Brand Loyalty

Brand loyalty is a term often used in marketing related to the tendency of consumers to prefer familiar names or brands. Consumers often prefer to repeat purchases of brands they have used before, or brands often seen in widespread advertisements. Meanwhile, according to Kotler et al. (2015), brand loyalty is a measure of a consumer's relationship to a brand. It can be concluded that brand loyalty is a measure of consumer loyalty, intimacy or connection with a brand. This measure can give an idea to the company whether consumers are likely to switch to another product brand, especially if the brand faces price changes and other attributes. With proper management and utilization, brand loyalty can become a strategic asset for the company. Brand loyalty can provide value to the company in the form of:

1. Reducing marketing costs (reduced marketing costs) marketing costs will be smaller if brand loyalty increases.
2. Increase the trade (trade leverage) of these buyers in buying a brand based on their habits so far.
3. Attracting new customers Feelings of satisfaction and liking for a brand will create a feeling of confidence for potential consumers to recommend/promote the brand that he uses to others, so that it is likely to attract new consumers.
4. Give time to respond to competitive threats (provide time to respond to competitive threats).

Research Hypothesis:

Hypothesis 1 (H1). Social Media Marketing Activities Have a Positive and Significant Impact on Brand Awareness.

Hypothesis 2 (H2). Social Media Marketing Activities Have a Positive and Significant Impact on Brand Image.

Hypothesis 3 (H3). Brand Awareness Positively and Significantly Affects Brand Image.

Hypothesis 4 (H4). Brand Awareness Positively and Significantly Affects Brand Loyalty.

Hypothesis 5 (H5). Brand Image Positively and Significantly Affects Brand Loyalty.

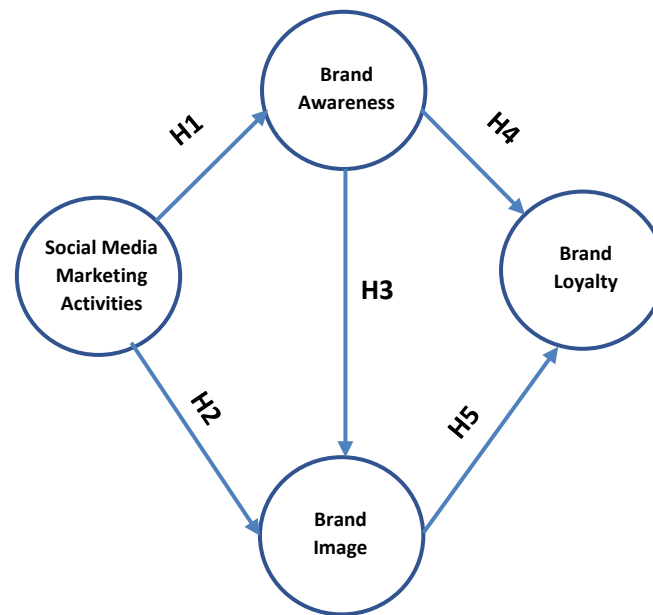


Figure 1. Research Framework

3. Methodology

Research Method

A research method is a scientific procedure for collecting data for specific purposes. The research process in this paper begins with the identification and planning of the problem formulation, followed by a literature review and the determination of the research method to be employed, followed by the distribution of questionnaires using Google forms and social media platforms including WhatsApp and Instagram, and finally the analysis of the results. Regarding the efficacy of social media marketing, respondents to the poll regarding consumer responses to travel service users have provided their opinions (Sekaran & Bougie, 2016).

This study will employ a quantitative methodology based on the dimensions of Path Analysis and the application of data SmartPLSprocessing. In addition, the data will be processed through Bootstrapping, also known as random procurement. With a total of 100 respondents, all of whom are users of CityTrans travel services, the population of this study consists of all Indonesians, with a focus on CityTrans travelers. The data processing program was chosen to facilitate the explanation of the link between variables through the collection and presentation of research data and statistics. This study seeks to establish the link between the independent variables (X) Social Media Marketing Activities, (Y) Brand Loyalty, and the intervening factors (Z1) Brand Awareness and (Z2) Brand Image. This quantitative study aims to generalize the research findings so they may be used to anticipate the same situation in different populations.

4. Research Results And Discussion

The author distributes Respondent Questionnaires using the social media platforms Instagram, Whatsapp, and Line using Google Form. This questionnaire was developed using a Scale Likert, in which respondents were required to select an answer scale ranging from Scale 1 indicating "Strongly Disagree" (STS) to Scale 2 indicating "Disagree" (TS) to Scale 3 indicating "Quite Agree" (CS) to Scale 4 indicating "Agree" (S) on a scale of 4, and "Strongly Agree" (SS) on a scale of 5. The data is classified into Characteristics of respondents, as shown Table 1)

Table 1: Characteristics of Respondents

Profile	Total	Percentage
Gender		
Male	53	53%
Female	47	47%
Overall :	100	100%
Age		
17-19 Years	2	2%
20-22 Years	69	69%
23-25 Years	3	3%
26 Years Old and Over	26	26%
Overall :	100	100%
Have/Never Use Travel Services		
Ever	81	81%
Never	19	19%
Overall :	100	100%
Purpose of Use		
Business/Work	18	18%
Vacation	49	49%
Education	12	12%
Visiting relatives/family	19	19%
Others...	2	2%
Overall :	100	100%

Source: Data Results Author (2021)

After the researcher classifying the characteristics of the respondents into the table, then the researcher interprets the indicators or the *Outer loading factor* in the form of answers obtained from the respondents using several test model criteria, which will then be tested for validity and reliability. (Table 2)

Table 2: Results of Loading Factor/Outer Loading

CODE	STATEMENT	BA (Z1)	BI (Z2)	BL (Y)	SMMA (X)
BA2	I always remember well the logo of this travel car company.	0.747			
BA4	I often use the services of this travel car company.	0.850			

BA6	This travel car company is one of the service providers that people are interested in.	0.789
BA7	I am satisfied with choosing this travel car company.	0.852
BA8	I have a pleasant impression when using this travel car service.	0.872
BI1	This car company has a good brand image.	0.883
BI2	I feel that this travel service has an affordable price.	0.843
BI3	The quality of this travel vehicle is good.	0.907
BL1	I get a waiting room facility when I use this Cititrans travel service.	0.725
BL10	The vehicle used by CityTrans Travel is adequate for long trips.	0.774
BL2	I Can Choose Anywhere Seating When I use Cititrans travel services.	0.837
BL3	I Get Mineral Water and Snacks Before Going When I Use CityTrans Travel.	0.813
BL4	I Get Usb Charger Facilities in Every Seat When Using Cititrans Travel.	0.881
BL5	I Feel Safe When Using CCTV There Traveling CityTrans Due In every corner.	0.822
BL6	Travel CityTrans Uses Large Seats To Make Passengers Comfortable.	0.848
BL7	CityTrans Provides Door To Door Facilities For Its Passengers.	0.885
BL8	Travel Driver Drives His Vehicle Well, So That Makes Passengers Comfortable.	0.830
BL9	I am satisfied with the services provided by Travel CityTrans.	0.8832
SMMA 1	Travel Services car travel has social media	0.804
SMMA2	Social media owned that own by travel service is easily traced.	0.803
SMMA3	This travel car travel service often shares fun social media content.	0.749
SMMA4	This car travel service has social media with a good design	0.844
SMMA5	This car travel service has social media that can exchange information.	0.749

SMMA6	It's easy to find the information you need in this car travel service's social media.	0.851
SMMA7	This travel car social media information is updated.	0.848
SMMA8	The existence of services via social media from this travel car can relieve my worries about the driver at work.	0.833
SMMA9	Social media services provided can provide an assessment of the performance of this travel.	0.730

Source: Author's Results (2021)

Researchers got 30 indicators, but the indicators above are only 27 indicators. The author has eliminated the other 3 indicators because they have a value that is smaller than the indicator requirement of 0.7 so that the indicator is said to be invalid, including the Brand Awareness indicator (BA1, BA3, and BA5). Next, the researcher interprets the evaluation of *Discriminant Validity* and *Convergent Validity* values through the AVE (*Average Variance Extracted*) value. Each construct and its indicator data has an AVE condition of more than 0.5. Among them are:

Table 3: Extracted Average Variance Value (AVE)

VARIABLE	AVE
Z1 (BA)	0.678
Z 2 (BI)	0.771
Y (BL)	0.682
X (SMMA)	0.644

Source: Author's Results (2021)

Table 3 output of the AVE value which includes all the measured variables, shows that the overall value is above the specified value of 0.5. It can be said that the AVE meets the requirements of the convergent validity test and is in good condition. AVE is used to measure the amount of variance that the construct can capture compared to the variance caused by measurement errors.

Table 4: Fornell Larcker Criterion

	BA (Z1)	BI (Z2)	BL (Y)	SMMA (X)
Z1 (BA)	0.823			
Z 2 (BI)	0.832	0.878		
Y (BL)	0.802	0.816	0.826	
X (SMMA)	0.565	0.522	0.597	0.803

Source : Author's Results (2021)

Table 4 shows the output results of discriminant validity tests based on crosses or comparisons of constructs with these indicators.

Table 5: Cross Loading

INDICATORS	BA (Z1)	BI (Z2)	BL (Y)	SMMA (X)
BA2	0,747			
BA4	0.850			
BA6	0.789			
BA7	0.852			
BA8	0.872			
BI1		0.883		
BI2		0.843		
BI3		0.907		
BL1			0.725	
BL10			0.774	
BL2			0.837	
BL3			0,813	
BL4			0.881	
BL5			0.822	
BL6			0.848	
BL7			0.885	
BL8			0.830	
BL9			0.8832	
SMMA 1				0.804
SMMA2				0.803
SMMA3				0.749
SMMA4				0.844
SMMA5				0.749
SMMA6				0.851
SMMA7				0.848
SMMA8				0,833
SMMA9				0.730

Source: Authors (2021)

Table 5 shows the output of the *Cross Loading* which is said to be indicator. Furthermore, the researchers conducted an internal reliability test which will show the results of *composite reliability* with the provision that a value greater than 0.7 and *Cronbach's alpha* greater than 0.6 can be categorized as good and reliable.

Table 6: Test Results

	Composite Reliability	Chronbach's Alpha
Z1(BA)	0.913	0.880
Z2 (BI)	0.910	0.851
Y (BL)	0.955	0.948
X (SMMA)	0.942	0.931

Source: Author's Results (2021)

Table 6 shows the reliability test results, where the data has been correctly calculated using smartpls data processing and exceeds specifications to obtain a score with combined reliability above 0.7 and Cronbach's alpha above 0.6. In addition, in the evaluation of the Inner Model Test, it can be seen that the R-Square output for each endogenous latent variable in the bootstrap smartpls section uses the same data processing system. At the basic level, this review uses variables that are influenced by other variables, especially brand equity and consumer response variables. The following table displays the resulting R-squared values.

Table 7: R-Square Value of

Variable	R-Square
Z1 (BA)	0.320
Z2 (BI)	0.696
Y (BL)	0.716

Source: Author's Results (2021)

Table 7 shows the results of the *R-Square value*, namely the variable Z1 (Brand Awareness) is 0.320, Variable Z2 (Brand Image) is 0.696, and Variable Y (Brand Loyalty) is 0.716. The data can be said that the three variables have an attachment contribution of 32.0%, 69.6% and 71.6%.

Hypothesis Test Results

Below is a reliability test table that will be tested by the author using smartpls in two ways: testing the P Value (path coefficient) and T statistic value by calculating bootstrapping. Where the provisions for the P Value and T Statistics must exceed 1.96 then the hypothesis is believed to have a significant correlation, and if the P Value and T Statistics values are less than 1.96 then there is no significant correlation.

Table 8: Hypothesis Testing for Estimating the Effect of Inter-variable Research

Hypothesis	Relationship	Original Sample	Average Sample	Standard Deviation (STDEV)	T. Statistics (O/STDEV)	P Values
H1	SMMA (X) on Brand Awareness (Z1)	0.565	0.575	0.090	6.267	0.000
H2	SMMA (X) Against Brand Image 0.671	0.076	0.088	0.114	(Z2)	0.503
H3	Brand Awareness (Z1) Against Brand Image 0.78810,487		0.780	0.075	(Z2)	0.000
H4	Brand Awareness (Z1) Against Brand Loyalty (Y)	0.400	0.403	0.100	3.998	0.000

H5	Brand Image (Z2) against Brand Loyalty (Y)	0.484	0.482	0.108	4.487	0.000
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Source: Authors (2021)

Then Based on the Table 8:

- **Hypothesis 1** In the variable SMMA (X) to Brand Awareness (Z1), has a T statistic value of **6.267** and a P value of **0.000**. So it can be concluded that the two variables have a positive and significant effect because the acquisition value of these two variables is above 1.96.
- **Hypothesis 2, The SMMA variable (X) on Brand Image (Z2),** has a T statistic value of **0.671** and a P value of **0.503**. So it can be concluded that the two variables have a positive but insignificant effect because the value acquisition for these two variables is less than 1.96.
- **Hypothesis 3,** the Brand Awareness (Z1) variable on Brand Image (Z2), has a T statistic value of **10,487** and a P value of **0.000**. So it can be concluded that the two variables have a positive and significant effect because the value acquisition for these two variables is above 1.96.
- **Hypothesis 4,** the Brand Awareness (Z1) variable on Brand Loyalty (Y), has a T statistic value of **3,998** and a P value of **0.000**. So it can be concluded that the two variables have a positive and significant effect because the value acquisition for these two variables is above 1.96.
- **Hypothesis 5,** the Brand Image (Z2) variable on Brand Loyalty (Y), has a T statistic value of **3,998** and a P value of **0.000**. So it can be concluded that the two variables have a positive and significant effect because the value acquisition for these two variables is above 1.96.

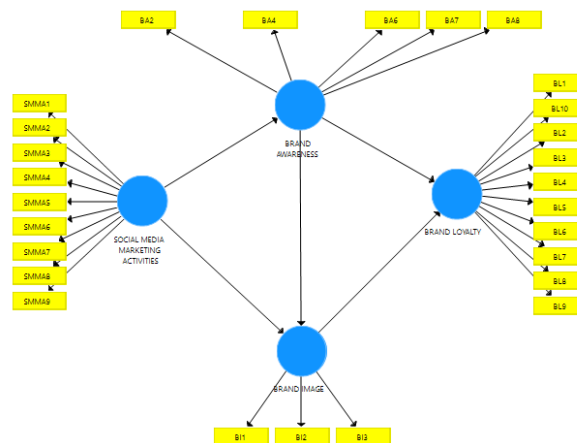


Figure 2. Latent Variable
Source: Author's Results (2021)

5. Conclusion

The researchers have conclusions in order to provide answers to the research studied as follows:

1. Social Media Marketing Activities have a positive and significant effect on Consumer Brand Awareness of Cititrans Travel vehicle users and the truth is proven because the hypothesis is accepted.
2. Social Media Marketing Activities have a positive but not significant effect because the value of these two variables is less than 1.96 and not proven true, so the hypothesis is rejected.
3. Brand Awareness has a positive and significant effect on brand image and is proven true because the hypothesis can be accepted.
4. Brand Awareness has a positive and significant effect on Brand Loyalty and is proven true because the hypothesis is acceptable.
5. Brand Image has a positive and significant effect on Brand Loyalty and is proven true because the hypothesis can be accepted.

The results of this study are inseparable from limitations, one of which is the difficulty of selecting respondents who know correctly about the Cititrans Travel company, because respondents are disseminated through social media or indirectly. However, this can be overcome by the way researchers explain in detail and well to respondents about the Cititrans company in the statements that have been made.

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