

Performance of Instagram Social Media Marketing in the Great Asia Africa Lembang, Bandung Barat District

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ABSTRACT

Purpose: The megashifting industry encourages tourism to be able to survive in the face of crises and create a new balance with new management systems and activities. One of the new changes, namely Accelerated Digitalization or the acceleration of digitization and the pandemic, has encouraged consumers to switch to the digital/online realm. This is also used by The Great Asia Africa Lembang, one of the tourist destinations in West Bandung Regency that uses social media marketing as a medium to promote the uniqueness of existing attractions. This study examines the influence of Social Media Marketing (SMM) on the decision to visit The Great Asia Africa Lembang, West Bandung Regency.

Design/methodology/approach: The method used in the research in this journal uses quantitative methods that are analyzed by alternative partial least squares (PLS) with a sample of 270 respondents.

Findings: The findings in this study indicate that the performance of social media marketing in The Great Asia Africa Lembang, West Bandung Regency is categorized as strong with each QMS dimension that forms the construct significantly. Based on the four dimensions that make up, content creation is the dominant dimension, this shows that the content created by The Great Asia Africa can be accepted by the public as a source of tourism information.

Research limitations/implications: The limitation in this study is that it only uses a sample of Instagram followers from The Great Asia Africa, so it is necessary to expand the reach of the population to get a more diverse response.

Practical implications: Based on the four dimensions that make up, content creation is the dominant dimension, this shows that the content created by The Great Asia Africa can be accepted by the public as a source of tourism information.

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I. PRELIMINARY

Industry megashifting encouraging tourism must be able to withstand the crisis and create a new balance with new management systems and activities. Accelerated Digitalization or digital acceleration is a driving force for consumers to shift their activities from offline to online. All consumer activities, both economic and social, are now carried out digitally from home, such as shopping, working, studying, seeking treatment, enjoying entertainment, and even worshipping. The digital economy has instantly replaced the stalled fiscal economy. Thus, digital transformation is an important agenda for companies to survive in the midst of a pandemic by "Go digital or die". (Rachmaniar et al., 2021)

Yuswohady, et al. (Rachmaniar et al., 2021) explained that Accelerated Digitalization is the changes that occur to consumers such as Go Virtual, Go Digiwhere, Go Contactless, Go Omni, and Go Confidential. This is

reinforced by the results of a survey from McKinsey Digital and Strategy & Corporate Finance Practices as follows

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

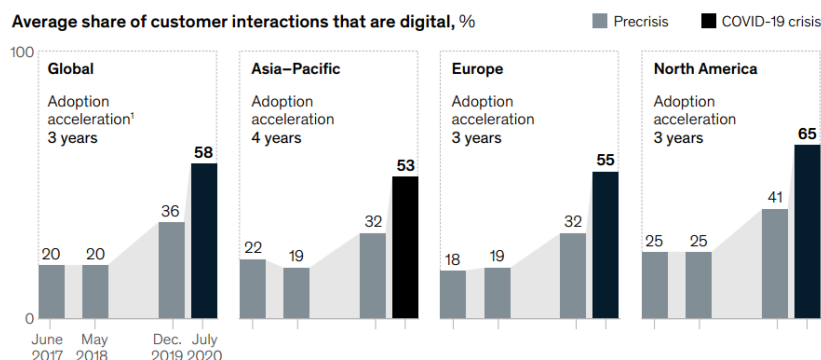


Figure 1. McKinsey Digital and Strategy & Corporate Finance Practice Survey on Customer Digital Interaction(Digital & Practices, 2020)

Figure 1. explains that during the pandemic, consumers have moved to online channels, the study confirms the shift in customer interaction occurs through digital channels, at least 80% of their customers interact through digital channels.(Digital & Practices, 2020)

Digital marketing merupakan praktik memasarkan produk dan layanan dengan cara yang inovatif, terutama menggunakan saluran distribusi berbasis database untuk menjangkau konsumen dan pelanggan secara terkontrol serta up to date dengan biaya yang terjangkau. (Saputra dkk., 2020) Dari besarnya jumlah penduduk Indonesia sebanyak 274,9 juta jiwa, pengguna social media yang aktif mencapai 170 juta, artinya jumlah pengguna social media di Indonesia setara dengan 61,8% dari total populasi pada Januari 2021. Berdasarkan data pada 2021, Youtube, WhatsApp, Instagram, Facebook, dan Twitter, menjadi aplikasi social media yang paling banyak digunakan di Indonesia dengan Instagram dengan pertumbuhan pengguna tercepat dibanding social media lain (Tekno.kompas.com,2021).

The high popularity of social media in Indonesia also affects marketing in the tourism industry.(Gupta, 2019)Social media marketing is a form of online marketing that uses cultural contexts and social contexts, through social networks for example, Youtube, Facebook, Twitter and Instagram, as well as other social networks, namely E-commerce such as Traveloka, social news sites such as people's minds, to meet branding. and the purpose of communication (Tuten, 2008, p.19).

According to Gunelius (2011) there are four elements that influence consumer participation in social media marketing, namely: Content Creation, Content Sharing, Connection, and Community Building.(Gunelius, 2011).In addition, social media can be used as a marketing medium to increase brand awareness, product awareness, and brand image so that it is hoped that product or service sales can increase (Kotler and Keller, 2016).

Social mediasuch as Instagram facilitates the official digital marketing method through its platform with content in the form of Photos, Videos, Carousels, and Stories. In addition, promoting content and social media can also be a medium for building conversations with consumers so that when consumers think about utilizing a service or product, our business is worthy of consideration by customers. The memory of a brand plays an important role in attracting potential customers. Good quality content can add value to visitors so that it can increase the level of visitor engagement with the content.

One of the cities that has a good variety of tourist destinations is West Bandung Regency, which has The Great Asia Africa. Located on Jl. Raya Lembang - Bandung No.71, Gudang Kahuripan, Lembang, West Bandung Regency, The Great Asia Africa is a tourist place with the concept of cultural education that invites visitors to see the cultural diversity of countries in the Asian and African continents equipped with culinary tours. This tourist attraction offers natural scenery with the architecture of traditional Korean houses, Thailand, India, Japan, Indonesia, Africa, and the Middle East.

At the beginning of the opening year of The Great Asia Africa Lembang, namely in July 2020, it was recorded that 37,276 tourists visited The Great Asia Africa Lembang, then increased in August 2020 to 52,106. According to the Manager of The Great Asia Africa Lembang, Mrs. Intania Setiati, "The increase in visitors occurred in August due to the many holidays, especially before August 17, many people came." According to the information submitted, visitors to The Great Asia Africa Lembang visited because they knew from television

media, Instagram, news shared on WhatsApp, and even YouTube which informed about the new tour of The Great Asia Afrika Lembang.

Instagram social media account data shows The Great Asia Africa has 77,000 followers on August 8, 2021, by sharing 15 content per month. To ensure that the content created is effective and relevant to the followers of social media accounts, in addition to the growth in the number of followers, managers also need to consider other parameters, namely the level of interaction with content shared through managed social media or called engagement weight. According to Schramm in Lumsdaine, Engagement means two-way communication or interactional communication through feedback or responses to certain messages or content. (Lumsdaine & T, 2016).

Based on the background of the research described in order to determine the success of the influence of social media marketing by visitors to The Great Asia Africa, it is necessary to conduct research on "The Influence of Social Media Marketing on the decision to visit The Great Asia Africa Lembang, West Bandung Regency.

II. LITERATURE REVIEW

A. Digital Marketing Concept

Digital marketing is not meant to replace traditional marketing. On the other hand, to support each other by exchanging roles in the customer path in the early stages of the interaction between the company and the customer, traditional marketing plays a major role in building awareness and interest. The most important role of digital marketing is to drive action and advocacy. Since digital marketing is more accountable than traditional marketing, the focus is on driving results whereas the focus of traditional marketing is on initiating customer interactions (Kotler Keller, 2016).

- a. Digital marketing is all marketing efforts that use electronic devices or the internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and potential customers (Ponde, 2019). Digital marketing has become a new trend that brings together customization and mass distribution to achieve marketing goals. The convergence of technology and the multiplication of devices has opened a way of thinking about marketing that is pushing boundaries towards a new concept that is digital marketing. Digital marketing strategies offer a lot of potential for brands and organizations. Some of these include Branding, Completeness, Usability, Interactivity, Relevant advertising, Community connection (Piñeiro-Otero & Martínez-Rolán, 2016).
- b. The development of digital marketing strategies offers a lot of potential for brands and organizations (Piñeiro-Otero & Martínez-Rolán, 2016). Some of them are as follows:
 1. Branding. Platforms and services 3.0 have great opportunities to build a brand image on the Web due to their constant coverage, presence and updates.
 2. Completeness. Digital platforms can disseminate information through links to offer consumers a broader and more customized approach to consumers.
 3. Usability, Web 3.0 offers a simple and user-friendly platform to enhance user experience and accommodate their activities.
 4. Interactivity. Businesses can establish long-term relationships with their audiences, such Interactivity can be the basis, as a product appraisal, or be an all-encompassing experience.
 5. Visual Communication. Digital marketing offers attractive image and video based tools. This is a way to reach an audience that can lead to greater engagement.
 6. Relevant ads. Easy segmentation and customization of advertisements on the internet to maximize output so as to create more attractive and targeted advertisements.
 7. Community connection. The Internet is a unique opportunity to connect organizations with audiences and users. This connectivity can enhance their experience and enhance their relationship with the product, brand, or organization.
 8. Virality, being a model of EWOM (electronic word of mouth) communication, viral communication is becoming more relevant because of connectivity, and the shareability of online platforms that increase content dissemination.
 9. Measuring expenses. The online platform ranks first in the availability of follow-up options and the possibility to assess the output.

B. Social Media Marketing

Social media marketing(SMM) is a form of marketing using social media to market a product, service, brand or issue by utilizing other people to be able to participate in the social media. Meanwhile, according to

Tsitsi (2013), social media marketing is a system that involves marketing actors in collaborating, interacting, and utilizing the intelligence of the people who participate in content created for marketing purposes. (Chikandiwa et al., 2013)

In product marketing communications, communication strategies are very important, both online and traditional marketing. A good marketing communication strategy can save a company from advertising losses. Internet marketing is a marketing strategy that is widely used as a new medium in the world of marketing by utilizing the popularity of social media as an advertising medium. Social media is also known as a tool to sell products, or as social media marketing. Social media marketing is the process of encouraging individuals to promote and communicate their websites, products or services through online social channels, leveraging a much larger community for marketing than traditional advertising channels. Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites and social opinion sharing sites to meet communication goals. The social media platforms used by business people include:

1. Facebook marketing is marketing activities on the Facebook platform. The objectives of Facebook marketing are (Helianthusonfri, 2012):
 - a. Building communication, Community is the most important thing in Facebook marketing because it forms groups to buy company products.
 - b. Connecting each other, in the business world the relationship between sellers and consumers is very important. Through Facebook marketing, businesses can be creative and interact with media that connects the two.
 - c. Creating credibility, credibility is the quality or power to build customer trust in Facebook marketing, not just sales. In addition, to be known as a company that has expertise in a particular field, the company needs to build good credibility.
 - d. Communication, through Facebook, the company facilitates easy communication with consumers.
 - e. Sales, Facebook can facilitate product sales through features that are already available, namely by building an online store on the Facebook fanspage.
 - f. Bringing visitors, the purpose of Facebook marketing is to bring visitors to the company's website to increase business activities.

The advantage of using Facebook marketing compared to other forms of promotional activities is that the promotional costs are very low, and are suitable for meeting targeted market opportunities and building brand credibility (Helianthusonfri, 2012).

2. Instagram marketing, Instagram is an application used to share photos and videos, which allows many users to try online businesses by promoting their products through Instagram (Nisrina, 2015). Instagram system by being a follower of another user's account or having instagram followers. In this way, communication between Instagram users can be established by giving likes and comments on photos uploaded by other users. Instagram also has a dedicated feature of business tools to help companies understand followers as their business grows. Business tools give companies insight into followers and posts and promote posts to support business goals on the Instagram app. So that customers can see important information on their Instagram account profiles. Besides that,
3. Twitter marketing is a social media used by companies to promote and expand their reach and interact with customers effectively and practically. Marketing on twitter through tweets. Tweets that have been posted will be shown to followers of a company (Helianthusonfri, 2012).
4. Youtube marketing, is a social media platform with a marketing model that presents interesting and entertaining videos. The benefits of YouTube marketing are (Helianthusonfri, 2016):
 - a. Building brand awareness, as a social media YouTube can market products cheaper with a broad term through visual content.
 - b. Can be used for product presentations by introducing and offering these products through videos.
 - c. Bringing traffic to the website, not only as a product promotion tool, YouTube can also be a source of bringing in web traffic in other words being able to promote the website.

According to Gunelius (2011), social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory and action for brands, businesses, products, people or other entities and is carried out using tools from the social web such as blogging, , microblogging, social networking, social bookmarking, and content sharing.

According to Gunelius (Gunelius, 2011) There are four elements that can be an attraction to get involved in social media marketing, namely:

1. Content Creation
Content Creation, defined as interesting content that can represent the personality of a business so that it can give confidence to target consumers. Content creation will help consumers to establish credibility, relationships and loyalty.

2. Content Sharing
An effective channel used to share content with social communities, helping to expand the network of a business and expand its online audience.
3. Connecting
Social networks allow one to meet more people who share the same interests.
4. Community Building
Community Building aims to find target consumers who have an interest in the products and services they offer by interacting with one another and establishing relationships with them.

III. METHOD

This research uses survey research, by taking a sample from one population. With an explanatory research approach, this study aims to explain the causal relationship between the research variables and the test hypothesis (Nasution, et al., 2020). The population in this study are visitors to The Great Asia Africa and obtain or search for information on The Great Asia Africa Lembang via the internet, social media or Instagram. In this study, a population of 77,000 people became followers of The Great Asia Africa Instagram, and the error tolerance limit was determined. by 10% and the value of $d = 0.05$. then it can be determined using Isaac and Michael's formula, the number of samples in primary data collection is carried out on 270 samples of visitors to The Great Asia Africa Lembang.

This study uses the Structural Equation Model (SEM) analysis technique with Partial Least Square (PLS). PLS was used to test the data obtained from 100 respondents statistically based on Chin, Mills, Steel, and Schwarz (2014). Data were analyzed with SmartPLS 3.0 (Sarstedt, Ringle, Smith, Reams, & Hair Jr, 2014). SmartPLS 3.0 was used with consideration being developed based on modeling and bootstrap paths. In addition, recommended by (Tenenhaus et al., 2005).

IV. RESULTS AND DISCUSSION

A. Inferential Statistical Results

This study uses the Structural Equation Model (SEM) with Partial Least Square (PLS) analysis technique. SEM-PLS analysis was carried out in three stages, namely the analysis of the outer model, inner model, and hypothesis testing.

Outer model analysis is used to ensure that the measurements used are suitable to be used as measurements (valid and reliable). Evaluation of the measurement model (outer model) includes checking individual Convergent Validity (viewed from the outer loading and AVE value), Discriminant Validity (viewed from the cross loading test; and Composite Reliability Test. While the inner model analysis is an analysis to find the influence relationship between the variables presented). on path coefficients or also called hypothesis testing.

First, the researcher analyzed the outer model according to Chin (1998) and Ghazali (2014). Then, the construct reliability test was measured by composite reliability and Cronbach's alpha. The construct is said to be reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. The adequacy value of Average Variance Extracted to measure validity is 0.5 (Ghozali, 2014). Table 1 shows the results of the outer model analysis. Based on the criteria in Table 1, the results of all the outer model criteria can be met. It can be said that the research data have good validity and reliability.

Construct Reliability and Validity

| Matrix | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|--------|------------------|-------|-----------------------|----------------------------------|
| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance ... |
| CB | 1.000 | 1.000 | 1.000 | 1.000 |
| CC | 0.869 | 0.874 | 0.906 | 0.658 |
| CN | 0.738 | 0.741 | 0.884 | 0.792 |
| CS | 0.872 | 0.872 | 0.940 | 0.887 |
| SMM | 0.917 | 0.919 | 0.931 | 0.574 |

Figure 2. Extraction Results of Cronbach Alpha, Composite Reliability, and Average Variance

Second, the researcher analyzes the inner model. Inner model analysis is to ensure that the model is built solidly and accurately. Table 3 shows the output data of R2 via SmartPLS3 software. According to Chin (1998), the value of R squared is 0.67 (strong), 0.33 (moderate), and below 0.19 (weak). The QMS model in this study is included in the strong category. That's between the 0.477 to 0.876 range of R-squared.

Third, the researcher analyzes the structural model. The path coefficient value shows the significance level in hypothesis testing. The path coefficient score or inner model indicated by the t-statistic value, must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis for hypothesis testing at power 80 % and alpha 5% (Hair et al. in Jogiyanto and Willy, 2009). PLS evaluates the internal structural model using R2 for the dependent variable and the coefficient values on the path (□) for the independent variable whose significance will be assessed based on the t-statistic value in each path.

| R Square | | |
|----------|----------|-------------------|
| Matrix | R Square | R Square Adjusted |
| | R Square | R Square Adjusted |
| CB | 0.477 | 0.475 |
| CC | 0.876 | 0.876 |
| CN | 0.718 | 0.717 |
| CS | 0.702 | 0.701 |

Figure 3. Value of R2 on Output Software

Path Coefficients

| | Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Correct... | Samples | Copy to Clipboard | Excel Format |
|-----------|---------------------------------|----------------------|--------------------------------------|--------------------------|-------------------|--------------|
| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O /STDEV) | P Values | |
| SMM -> CB | 0.691 | 0.690 | 0.043 | 15.912 | 0.000 | |
| SMM -> CC | 0.936 | 0.936 | 0.012 | 79.741 | 0.000 | |
| SMM -> CN | 0.847 | 0.847 | 0.026 | 32.042 | 0.000 | |
| SMM -> CS | 0.838 | 0.838 | 0.021 | 40.246 | 0.000 | |

Table 3 Path Coefficient Results

Based on table 3 shows that the relationship between the four constructs has a t-statistic value above 1.96. So it gives a positive and significant influence. The dimensions of Content Creation, Content Sharing, Connecting, and Community Building are able to show the construction of social media marketing.

Based on the PLS analysis, Content creation (CC) has the highest t-statistic value of (79.741) which means it is greater than the standard value of Pls which is 1.962 with a significance level of 5%. shared on social media Instagram The Great Asia Africa is very interesting and curious." This statement shows that content in the form of photos and videos of The Great Asia Africa can shape visitor interest. This is in line with research conducted by(Gretzel, 2016, Natascha Santhi Irawan, 2019,Siti Sarah et al., 2021)which explains that the recent changes in social media platforms and camera technology have become a new era of social media practice. This specifically illustrates the opportunities for visual content sharing platforms such as Instagram. He argues that, as a result of the shift in the social media landscape, a new approach to QMS is urgently needed. It outlines the opportunities and challenges for tourism marketers in capitalizing on new visual trends and calls for a better understanding of tourist visual content creation and the behavior of using visual social media to inform tourism marketing practices.

Both Content Sharing (CS) have a t-statistic value of (40.246). Based on this, respondents gave feedback that they prefer to provide recommendations than share content directly. according to(Chen et al., 2019)Using the Signaling Theory model, product recommendations can generate or influence consumer needs and stimulate consumers impulsively. Based on empirical observations through social media Instagram The Great Asia Africa, many tourists tag communities, partners, and travel agencies in their posts, and use the location of The Great Asia Africa Lembang.

The third Connecting (C) has a t-statistic value of (32,042) which shows how connectedness is formed through social networks through social media Instagram The Great Asia Africa. To build a social network, SMM can be used by responding to questions and comments, so that it does not continue to provide sales promotions but also establish closeness with customers(Chary, 2014).

The four Community Buildings (CB) have t-statistics of (15,912). The Great Asia Africa also needs to improve the quality of social media marketing to attract visitors to be able to build a community from the common interests or habits of traveling. This is to make it easier for The Great Asia Africa to offer its products and services. The community has a high influence on a decision to visit if it can be built properly, as evidenced by the research conducted by(Melissa N. Clark, 2017)that consumers are more likely to integrate into a particular community if they view the site as personally relevant. Relevance is influenced by the frequency of consumer visits. Brand communities help participants feel more engaged and connected to others. It is well known that people thrive in a community environment and this togetherness, as opposed to isolation, will be good for the participants and society at large. In addition, consumers will integrate into the community for valuable information because it is generally known and accepted that there are positive results.(Panagiotopoulos et al., 2015)

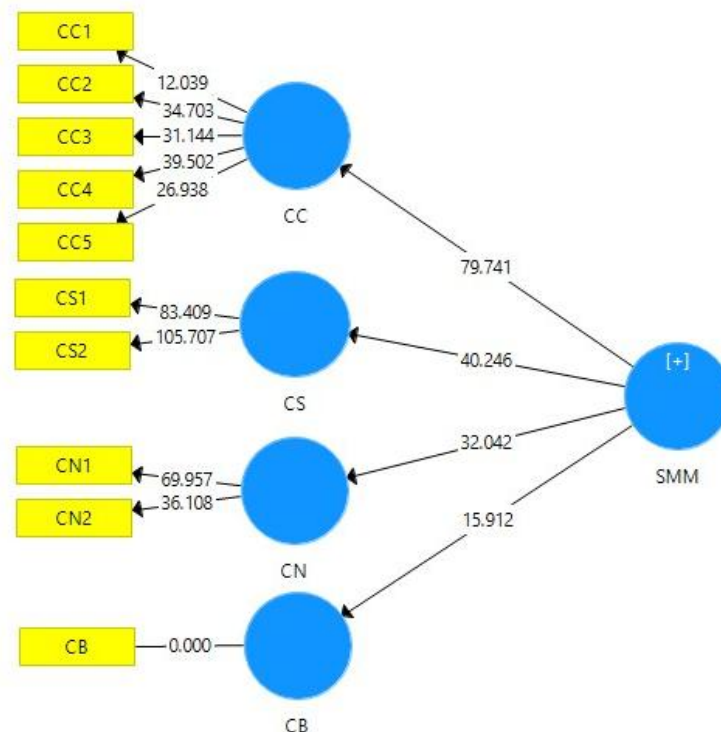


Figure 1. Bootstrapping Results

IV. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

SMM refers to the process of getting website traffic or attention through social media sites. Social media marketing programs usually center around creating content that grabs attention and encourages readers to share it on their social networks.

The study in this study describes the performance of SMM in The Great Asia Africa Lembang through an assessment based on the four dominant dimensions and recommended to form the construct QMS. The results of the overall picture of SMM performance research at The Great Asia Africa Lembang. In addition, it can provide new knowledge about QMS in the tourism industry. However, this study has limitations in terms of the sample

used. Thus, it is necessary to expand the sample from various social media followers owned by The Great Asia Africa Lembang to get high accuracy.

B. Implication

This study provides implications for managers of The Great Asia Africa and Tourism Actors as material for evaluating QMS performance which are explained as follows:

1. For the manager of The Great Asia Africa, based on the research results obtained, it shows that the content creation assessment is still in the good category so that it can be improved to very good by increasing the productivity of the content created and conducting periodic research to find out the effectiveness of the social media marketing strategies that have been carried out.
2. In addition, managers also need to improve the performance of social media marketing to be able to build a network community of visitors who have come to The Great Asia Africa, this is useful for expanding the target consumer who has an interest in the same products and services by interacting with each other. others and build relationships with them.

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