



The Role of Social Media, Innovation and Branding Capabilities on Hospital Marketing Performance During The Covid-19 Pandemic and Industry Revolution 4.0 Era

Anggara Setya Saputra^{1*}, Paulus Israwan Setyoko², Denok Kurniasih³

¹Universitas Wijayakusuma

^{2,3}Universitas Jenderal Soedirman Purwokerto

Corresponding email: anggara@unwiku.ac.id

Abstract - The aim of this study is to investigate the correlation of using social media on marketing performance, using social media on the ability to innovate, using social media on branding ability, innovation ability on marketing performance, branding ability on marketing performance. This study uses a type of conclusive research, then the data analysis used is quantitative. The number of samples set as many as 200 respondents of hospital staff. This study uses a non-probability sampling technique with the sampling method used is purposive sampling to select respondents according to the research criteria use social media, Facebook, Twitter, Instagram, Youtube and Whatsapp. The instrument of this research used a questionnaire which was distributed online to the respondents. The questionnaire contains statements regarding the use of social media, marketing performance, branding ability and innovation ability. The statement items from each variable were designed using a rating scale scaling technique arranged in a continuum line by giving a score of 1 to 5. The statement items were tested for validity and reliability to find out that the instruments in the study were valid and reliable. Then to test the hypothesis, it is done using Partial Least Square (PLS) which is processed with the SmartPLS version 3.3 program. The result of this study is there is a positive and not significant effect of using social media on marketing performance, there is a positive effect of the use of social media on the ability to innovate, there is a positive effect of using social media on branding ability, there is a positive and not significant influence of innovation ability on marketing performance and there is a positive and not significant effect of branding ability on marketing performance.

Keywords : social media, innovation capabilities, branding capabilities, hospital, Covid-19 pandemic, marketing performance

Introduction

All countries in the world are struggling to fight the Covid-19 virus pandemic that has developed globally, including Indonesia. The government announced the first positive case of Covid-19 on March 2, 2020. The Covid-19 virus that is endemic globally has an impact on the joints of people's social life, education and also the economy. In the context of preventing and handling the Covid-19 virus, the government has implemented several policies to regulate and limit community activities outside the home, such as social distancing, work from home (WFH), and large-scale social restrictions. According to BPS data, this policy has resulted in a decline in revenue in several business sectors due to decreased sales of their products. In addition, during the covid-19 pandemic BPS also noted that there was an increase of 42% for online shopping activities due to people preferring to shop online to maintain their health and protect their families at home (BPS, 2020). Therefore, during the Covid-19 pandemic, business actors are required to be able to market their products online, both through social media applications and marketplace applications so that the production process and meeting consumer needs continues, and achieve optimal marketing performance. Hospitals must be able to improve marketing channels to optimize marketing



performance in the midst of the Covid-19 pandemic. Starting from services and marketing that are usually done conventionally, then improved through online media so that sales are stable and relationships with consumers are maintained. According to A Fan et al. (2021) Several online marketing tools that Hospitals can consider, one of which is social media . Social media applications that can be used include Facebook, LinkedIn, Twitter, Youtube, Instagram, Whatsapp, Pinterest and Trip Advisor. Social media usage is a pattern of behavior from someone who is done online through a virtual social media network. According to Kristijono et al. (2020) the benefits that can be obtained from the use of social media for Hospitals are to produce diverse content, expand marketing reach, and can be used to monitor competitor content . Other advantages derived from the use of social media include creating brand awareness, creating good relationships with consumers, and increasing the number of sales . According to Khajeheian et al. (2020);Kristijono et al. (2020) The use of social media has a positive relationship to the marketing performance and financial performance of Hospitals . The use of social media for marketing activities has a significant impact on market share growth, increased profits and increased revenues . The use of social media has also been shown to have a significant impact on sales, customer service, marketing and internal operations of Hospitals. The use of social media has a positive relationship effect on marketing performance . good marketing performance is indicated by revenue growth, growing number of consumers and increasing sales volume. Good marketing performance is also measured through the match between the level of profit, sales volume, increasing market share and the level of consumer satisfaction.

According to Khajeheian et al.. (2020);Kristijono et al. (2020) state that the performance of Hospitals can be improved again if it is balanced with good marketing capabilities in the aspects of innovation and branding. Innovation ability is the ability of a company to find new ideas, be it processes, new products and services that drive the company's success and create a difference with its competitors . Meanwhile, branding ability is the company's ability to integrate a whole series of organizational activities, one of which is communicating a consistent brand to consumers . This is supported by A Fan et al. (2021);Garrido-Moreno et al. (2020);Kristijono et al. (2020) that innovation ability and branding ability are proven to have a positive relationship to marketing performance. Based on the explanation above, this study aims to determine the effect of using social media on marketing performance through the mediation of branding and innovation variables with the object of research namely Hospitals actors.

Literature Review

Use of Social Media

According to Khajeheian et al. (2020);Kristijono et al. (2020) the use of social media or social media usage is a pattern of behavior carried out online, both active use of social media and passive use of social media. Active behavior is characterized by feedback between users, such as liking each other, giving comments, sharing posts, sending messages and other things that have direct involvement between users. Meanwhile, passive behavior is the use of social media whose intensity is only limited to doing and monitoring the activities of others on social media without any direct involvement. According to Khajeheian et al.. (2020);Kristijono et al. (2020)) describes the pattern of active and passive behavior of the use of social media which is assessed from a marketing perspective. Passive social media use is described as a consumer's consumption behavior, such as monitoring products, watching promotional content, and viewing product ratings and reviews. Meanwhile, the active use of social media is activities such as contributing directly or creating content . According to Kristijono et al. (2020) The use of social media is considered very important, because of its wide and unlimited reach. Thus, it will provide many benefits for entrepreneurs. According to A Fan et al. (2021);Garrido-Moreno et al. (2020) Some of the purposes of using social media include marketing and to find information and help reduce marketing costs. Hospitals also use social media to promote their products or services through available platforms . In addition, the use of social media makes it easier for



marketers to build harmonious business relationships with consumers by utilizing consumer networks formed from social media

Innovation Ability

According to Olanrewaju et al. (2020) innovation ability is the ability to accept and implement new ideas, processes, products and services and is one of the main resources that drive the company's success in the market. The ability of innovation allows companies to apply innovations in terms of technology needed in order to develop new products and fulfill needs as well as one of the strategies to survive in the competition. According to Mohammedhussen et al. (2020); Ningsih et al. (2021) Indicators of the innovation ability variable include the constant generation of product ideas, being able to introduce new products or services, being creative in the company's methods, constantly looking for new ways to do things and being a pioneer in the market.

Branding Ability

According to Nguyen et al. (2015); Olanrewaju et al. (2020) Branding ability is the company's ability to arrange a series of organizational routines related to organizational activities such as brand communication, marketing programs related to delivering consistent brand meaning to consumers. The ability of branding is useful for achieving excellence in terms of adding value to the company, for example, increasing consumer attractiveness, customer satisfaction, and increasing sales. This has an impact on improving their market performance such as increasing market share, growing sales, and achieving profitability. According to Mohammedhussen et al. (2020); Ningsih et al. (2021) Branding ability is measured by two indicators, namely interaction and orchestration. Interaction, measures the extent to which the company builds a dialogue with consumers, partners, and stakeholders. While orchestration measures the company's ability to implement integrated marketing communication activities.

Marketing Performance

Marketing performance is the company's achievement judged by sales, profit growth, increasing profits. According to Mohammedhussen et al. (2020); Ningsih et al. (2021); Novitasari, D. (2020); Nguyen et al. (2015) marketing performance is a measure of a business which includes turnover from sales, the number of consumers, sales growth and the level of profitability that has been achieved within a certain time span. Marketing performance is assessed from sales items, market share growth and also financial performance which refers to profitability and the level of return on investment (ROI). According to Nguyen et al. (2015); Olanrewaju et al. (2020) The marketing performance variable is measured by three indicators including sales volume, consumer growth and income growth. The first indicator is sales volume, which is the number of product sales achieved by the company. The second is consumer growth, namely the increase in the number of consumer growth achieved by the company. Then the third is revenue growth, namely the amount of profit from selling products obtained from the company's ability to generate profits.

Relationship between Variables

Optimal use of social media will help companies build solid networks with consumers and competitors, so that they can increase their capabilities which ultimately lead to better performance. One of them is improving marketing performance, whose performance measurement is seen from increased sales volume, consumer growth and revenue growth. According to Olanrewaju et al. (2020) stated that the use of social media has an effect on sales revenue. High intensity in promoting products through social media can foster the interest of potential buyers to buy these products. The more sales generated from promotional activities through social media it will have an impact on increasing the amount of sales revenue. If the amount of sales revenue increases, it will achieve better marketing performance. The use of social media has been shown to have a significant effect on the marketing performance of Hospitals in increasing profits and sales revenue. In the study of Mohammedhussen et al.



(2020);Ningsih et al. (2021);Novitasari, D. (2020);Nguyen et al. (2015);Olanrewaju et al. (2020) succeeded in proving the use of social media has a positive relationship to marketing performance.

H1 : There is a positive effect of using social media on marketing performance.

According to Nguyen et al. (2015);Olanrewaju et al. (2020) Every Hospitals must be able to develop and promote their new products to be able to compete in the market. For this reason, companies are encouraged to innovate by looking at ideas provided by the external environment, one of which is through social media . Through social media, companies make it possible to explore the social community in it and then collect relevant new knowledge that encourages the ability to innovate . There is a positive and significant relationship between knowledge sourced from the use of social media and the company's innovation ability . According to Mohammedhussen et al. (2020);Ningsih et al. (2021)) The relationship between the use of social media and the ability to innovate depends on how much modern knowledge about technology is owned by human resources in the company. The use of social media has been shown to have a significant effect on innovation ability.

H2: There is a positive effect of the use of social media on the ability to innovate.

According to Novitasari, D. (2020);Nguyen et al. (2015);Olanrewaju et al. (2020) Some of the features that can be used on social media include providing facilities that can make it easier to disseminate information about brands to the public and ensure they get the attention of consumers . For this reason, social media is considered a branding tool, which is a medium used by businesses to promote products and services through company profile pages or employee profile pages Branding through a digital approach is a long-term company strategic asset. According to Mohammedhussen et al. (2020);Ningsih et al. (2021) Branding must be carried out consistently by integrating internal and external operational functions that have been adapted to the company's capabilities / The use of social media has a significant relationship to branding ability A marketing training through social media platforms is proven to have an effect on improving branding skills . According to Mohammedhussen et al. (2020); Olanrewaju et al. (2020) Social media channels relate to the company's branding skills in terms of creating interesting and relevant content . That is, the better the knowledge about the use of social media, the better the branding skills of an Hospitals

H3 : There is a positive effect of using social media on branding ability.

According to Nguyen et al. (2015);Olanrewaju et al. (2020) mention that innovation ability is one aspect of high-level marketing ability. Having high innovation capabilities is very much needed for a survival strategy for hospital in a dynamic business environment . In such conditions, good innovation skills are needed to be able to accept challenges more appropriately, such as launching new products by taking advantage of existing opportunities . According to Mohammedhussen et al. (2020);Ningsih et al. (2021) prove that the ability of innovation affects the performance of Hospitals The ability of innovation has a very strong influence on the marketing performance of Hospitals which encourages an increase in annual income and profit, innovation ability has a positive and significant relationship to marketing performance.

H4 : There is a positive influence of innovation ability on marketing performance.

Using social media has a significant effect on the branding ability and innovation ability of a business, thus leading to better Hospitals performance . In line with innovation capabilities, branding capabilities also affect the performance of Hospitals in increasing revenue and increasing profits. According to Mohammedhussen et al. (2020); Nguyen et al. (2015);Olanrewaju et al. (2020) stated that branding protects Hospitals from the threat of product imitation by competitors. Adequate knowledge of this branding capability enables hospital to easily respond to changes in the market and control risk more effectively . Branding ability has been proven to have a positive and significant effect on the performance of Hospitals . Branding ability has a positive and significant relationship to

H5: There is a positive influence of branding ability on marketing performance.

Method

This study uses a type of conclusive research, then the data analysis used is quantitative . The number of samples set as many as 200 samples, are hospital staff. This study uses a non-probability sampling technique with the sampling method used is purposive sampling to select respondents according to the research criteria, namely Hospitals owners who use social media, Facebook, Twitter, Instagram, Youtube and Whatsapp as their marketing tools. The instrument of this research used a questionnaire which was distributed online to the respondents. The questionnaire contains statements regarding the use of social media, marketing performance, branding ability and innovation ability.

The hypothesis in this research is:

H1 : There is a positive effect of using social media on marketing performance.

H2: There is a positive effect of the use of social media on the ability to innovate.

H3 : There is a positive effect of using social media on branding ability.

H4 : There is a positive influence of innovation ability on marketing performance.

H5: There is a positive influence of branding ability on marketing performance.

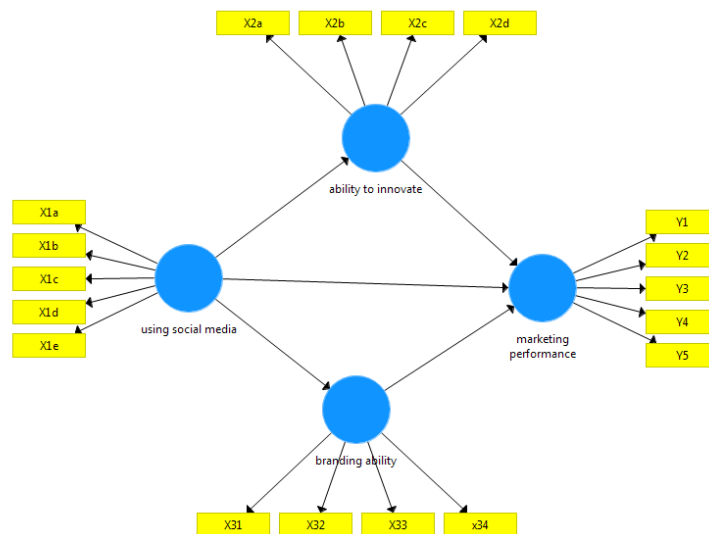


Fig 1. Research Model

Results and Discussion

Validity test

The validity test with the SmartPLS 3.0 program can be seen from the loading factor value for each construct indicator. The condition that is usually used to assess validity is that the loading factor value must be more than 0.70. Furthermore, discriminant validity is related to the principle that different constructs (manifest variables) should not be highly correlated, the way to test discriminant validity with reflexive indicators is to look at the cross loading value for each variable must be > 0.70 and the value is more height of other variables

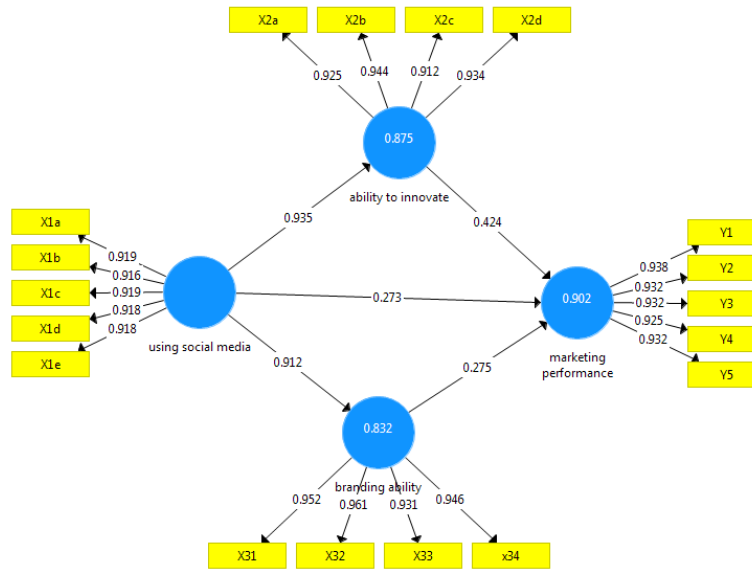


Fig 2 Validity testing

Fig. 2 shows that all loading factors have a value of > 0.7 , so it can be concluded that all indicators have met the criteria for convergent validity, because indicators for all variables have not been eliminated from the model.

Table 1. Reliability Testing

	Cronbach's Al...	rho_A	Composite Reliability	Average Variance ...
ability to innovate	0.947	0.948	0.962	0.863
branding ability	0.962	0.962	0.972	0.898
marketing performance	0.962	0.962	0.971	0.868
using social media	0.953	0.954	0.964	0.843

In table 1, it can be seen the results of the analysis of the reliability test using the SmartPLS tool which states that all composite reliability values are each greater than 0.700, which means that all variables are reliable and have met the test criteria. Furthermore, the value of cronbach's omission also shows that all cronbach's 'alpha' values are more than 0.60 and this indicates that the level of reliability of the variable has also met the criteria. One of the discriminant validity can be seen by comparing the AVE value with the correlation between other constructs in the model. If the AVE root value is > 0.50 , it means that discriminant validity is reached > 0.50 . So it can be said that the measurement model has been valid with discriminant validity

R square (R2)

The value of R square (R2) is a measure of the proportion of the variation in the value of the affected variable which can be explained by the variable that influences it. If in a study using more than two independent variables, then the adjusted r-square (adjusted R2) is used. The value of r square adjusted is a value that is always smaller than r square. The R2 value is close to 1, with the limiting criteria being divided into 3 classifications, If the value of $R2 = 0.67$ The model is substance (strong) If the value of $R2 = 0.33$ The model is moderate (medium) If the value of $R2 = 0.19$ The model is weak (poor)

Table 2. R Square value

	R Square	R Square Adjusted
ability to innovate	0.875	0.873
branding ability	0.832	0.830
marketing performance	0.902	0.899

In table 2 it can be explained that:

1. The adjusted R² value of the independent variable of ability to innovate is 0.875 or 87.5%. This value is categorized as strong so that it can be concluded that the two independent variables have a strong influence and level on the dependent variable or contribution of 87.5%. while the remaining 12.5% by other variables not discussed in this study.
2. The adjusted R² value of the independent variables of branding ability is 0.832 or 83.2%. This value is categorized as strong so that it can be concluded that the two independent variables have a strong influence and level on the dependent variable or contribution of 83.2%. while the remaining 16.8% by other variables not discussed in this study.
3. The adjusted R² value of the independent variables of marketing performance is 0.902 or 90.2%. This value is categorized as strong so that it can be concluded that the two independent variables have a strong influence and level on the dependent variable or contribution of 90.2%. while the remaining 9.8% by other variables not discussed in this study.

Hypothesis testing

After the data meets the measurement requirements, the research is continued by using the bootstrapping method on SmartPLS with a significance level of 0.05 where if the p-values are less than 0.05 or t-values are greater than t-critical (1.96) it means an alternative hypothesis. declared accepted. The summary of the path diagram with the output t-values above is based on the results of the hypothesis test in Figure 3 of each effect tested.

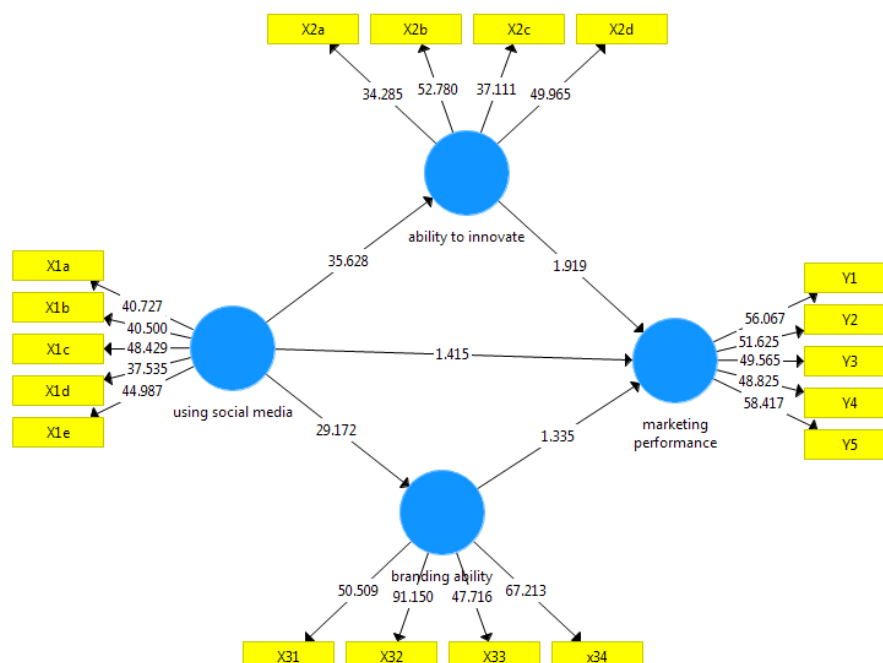


Fig 3. Hypohesis Testing

The criterion for the path coefficient value is that if the value is positive, then the influence of a variable on the variable it influences is unidirectional. If the path coefficient value is negative, then the influence of a variable on other variables is in the opposite direction. The research hypothesis can be accepted if the value of t count (t-statistic) > t table at an error rate (α) 5%, which is 1.96.

Table 3. Hypothesis Testing

	Original Sample (O)	T Statistics...	P Values
ability to innovate -> marketing performance	0.424	1.919	0.056
branding ability -> marketing performance	0.275	1.335	0.182
using social media -> ability to innovate	0.935	35.628	0.000
using social media -> branding ability	0.912	29.172	0.000
using social media -> marketing performance	0.273	1.415	0.158

The Effect of Social Media Use on Marketing Performance

The test results of the use of social media have a positive and not significant effect on marketing performance. That is, the more intense the level of use of social media by hospitals, the marketing performance will also increase not significant. These results support the research of Mohammedhussen et al. (2020);Ningsih et al. (2021);Novitasari, D. (2020);Nguyen et al. (2015);Olanrewaju et al. (2020) the use of social media (social media use) affects the marketing performance of Hospitals. The benefits of using social media cannot be ignored, social media contributes fully to sales growth. The existence of social media as a driver of sustainable and continuous marketing activities. The use of social media is also beneficial for product or brand publicity so that it has a very strong network base . Using social media as a marketing tool does not mean replacing traditional media such as personal contact with consumers, suppliers, and partners. However, the existence of social media can be a complement to traditional channels at least during the current conditions where it is quite risky to meet in person, the existence of social media is useful for maintaining regular communication and contact with certain parties.

The Effect of Social Media Use on Innovation Ability

Based on the results of hypothesis testing, there is a positive effect of the use of social media on innovation ability. These results are in line with the research of Asio & Khorasani (2015), Papa et al. (2018), Tajvidi & Karami (2017) and Zubielqui et al. (2019) the use of social media has a positive and significant effect on innovation ability. Through social media platforms, it supports the process of exchanging information that provides opportunities for Hospitals to identify various solutions to solving consumer problems which ultimately result in an innovation that is useful when implemented . According to Praditya (2019);Sevin (2016);Yuliantoro et al. (2019) Hospitals can also evaluate the services or products they sell through feedback on social media . When Hospitals acquire knowledge through social media, they will realize the full potential of using social media to innovate. Thus, the better the technology and features offered on social media, if it is balanced with the skills and skills of Hospitals in operating social media, it will produce perfect innovation capabilities .

The Effect of Social Media Usage on Branding Ability

The use of social media affects the branding ability. These results prove that research by According to



Purwanto et al. (2021) has a positive and significant effect on the use of social media on branding ability. Through the use of social media, Hospitals actors can communicate the brand widely to consumers. The more often Hospitals post something on social media about the brand, the more consumers will become aware of the existence of the product or service they have. Not only that, by using social media, Hospitals can also monitor consumer interest through the insights contained in social media. According to Putra et al. (2020);Prameswariet al. 2020);Praditya (2019);Sevin (2016);Yuliantoro et al. (2019) the higher the use of social media to support marketing activities, the better the branding ability of Hospitals. Marketing through social media will provide significant benefits in the form of branding if Hospitals owners can professionally manage Prameswariet al. 2020);Praditya (2019);Sevin (2016);Yuliantoro et al. (2019) For Hospitals that have a good level of branding ability, it indicates that they have insight into the potential that social media can apply to brands. The better a person's understanding of the technology, features and ways of working on social media, the better the branding ability of Hospitals.

The Influence of Innovation Ability on Marketing Performance

The results of testing the hypothesis of innovation ability have not significant affect marketing performance. This study supports Prameswariet al. 2020);Praditya (2019);Sevin (2016);Yuliantoro et al. (2019) innovation ability has a positive and significant relationship to marketing performance. The ability of innovation is proven to increase Hospitals sales revenue and also increase Hospitals profits. Having a high innovation ability is needed to maintain a competitive advantage with competitors (YuSheng & Ibrahim, 2020). Hospitals can innovate in various business lines such as product innovation, service, and also innovation in operational methods depending on which part is needed. Some of the ways that can be applied are by generating ideas that can provide a new atmosphere in the business. The generation of new ideas must be based on a full understanding of consumer needs, competitors' actions, demands of the situation, technological developments and the commitment of Hospitals to continue to grow. According to Prameswariet al. 2020);Praditya (2019);Sevin (2016);Yuliantoro et al. (2019) without these attributes, Hospitals will not be motivated to show their innovation capabilities and they may survive even in difficult conditions, but the impact can be felt in their marketing performance.

The Effect of Branding Ability on Marketing Performance

Branding ability has not significant effect on marketing performance. This study succeeded in proving the research of Putra et al. (2020);Prameswariet al. 2020);Praditya (2019);Sevin (2016);Yuliantoro et al. (2019) branding ability has a positive and significant relationship with marketing performance. In line with innovation capabilities, branding capabilities are also included in the second aspect of high-level marketing capabilities. Branding is considered a golden capability in the Hospitals sector. This is because the ability of branding holds the main key in achieving Hospitals marketing performance. The better the branding ability of Hospitals, the more consumers will know and be interested in the product or service being offered two factors that encourage branding ability are interaction and orchestration. Interaction is the ability of Hospitals to build a dialogue with consumers, partners, and stakeholders regarding brand introduction activities. Then orchestration, namely the company's ability to implement integrated marketing communication activities. If Hospitals are not good enough in this regard, then they will prefer to survive in current conditions and have no desire to develop This study assesses the interaction of Hospitals is good enough so that it will have an impact on increasing marketing performance

Conclusion

The results of the hypothesis test prove that the use of social media has an effect on the marketing performance of Hospitals. Through the use of social media, Hospitals can expand their promotional



network and reach the marketing area. In addition, using social media can also maintain a good relationship with consumers, even during a pandemic that limits face-to-face activities. So that Hospitals can still produce optimal performance in terms of increasing revenue volume, adding new consumers and also increasing sales profits through social media facilities. The use of social media has also been shown to have an effect on the ability of innovation and branding ability because by using social media, Hospitals can get a variety of new ideas that can encourage Hospitals ability to innovate. Through the use of social media, Hospitals can communicate brands more consistently and ensure that these activities are successful in getting the attention of consumers. This research has also succeeded in proving that the ability to innovate and branding has an effect on marketing performance. Good innovation ability will encourage the success of Hospitals in creating a difference with competitors, thereby generating interest consumers on the products and services offered. This makes Hospitals one level superior to competitors. Then, branding capabilities carried out through social media serve to strengthen brands in the market. The goal is to attract the attention of new consumers or old consumers, creating activities that can attract attention to the brands or product brands offered by Hospitals, so that in the top of mind consumers will only focus on one brand and it is difficult to move to another. The results of the indirect effect test show that there is an indirect effect between the use of social media on marketing performance through innovation ability and branding ability. The use of social media helps Hospitals to improve marketing performance. However, the results of the marketing performance can be maximized if Hospitals have good innovation and branding capabilities. This research is only limited to five types of social media WhatsApp, Instagram, Facebook, Youtube, Twitter, so it is likely to produce different findings if using social media such as Web, Blog, Trip Advisor, Messenger, Linkedin, Google+. In this study, the use of social media is generalized to all types of industries and there is no limit to one type of business. This research also only focuses on Hospitals with a scale (micro, small, medium). So for further research, it can examine the type of industry or business that is not Hospitals s and is much more specific with a larger scale, further research can also add an analysis of other factors that influence the use of social media, such as company size, market concentration, and company age so that the use of media may have slightly different effects according to the type of industry, and its level.

Based on the phenomena that occurred due to the Covid-19 pandemic, information technology, especially online shopping applications and social media, became the main media that bridged interactions between sellers and consumers. This is to avoid the risk of transmitting the virus when visiting conventional stores. On that basis, many Hospitals have moved and started to open virtual stores on social media, so that new competitors will emerge. Anticipation that can be done is to innovate products and services that are more needed by consumers today as a complement to previous products or services. Hospitals can also take advantage of the features available on social media to carry out branding and other activities that can encourage consumers to make purchases. Thus, it will provide benefits for Hospitals if they can attract large numbers of consumers and potential consumers.

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