

PUBLISH DIALOGOS 2-1-792

HAL 12-24 OK.pdf

by Seffianidwiazmi@gmail.com 1

Submission date: 06-Mar-2025 07:20AM (UTC+0300)

Submission ID: 2576858546

File name: PUBLISH_DIALOGOS_2-1-792_HAL_12-24_OK.pdf (333.56K)

Word count: 5798

Character count: 31608

Driving Engagement: How Information Quality and Event Marketing Shape Toll Road Companies' Image on Instagram

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Abstract

PT Jasa Marga, as a company in the field of transportation services and toll road management infrastructure in Indonesia, faces the challenge of understanding and utilizing the potential of social media to build a positive corporate image. Pre-surveys to followers indicate a fairly good understanding of the company's basic information, but need improvement in certain information such as rest areas, toll rate discounts, and "Jumat Kuis" programs. This research aims to provide new insights and strategic guidance for PT Jasa Marga in building and maintaining its corporate image through Instagram considering that a positive corporate image can increase public trust in the company, from this trust which will ensure that toll road users will feel safe and comfortable using the services provided, especially toll road services. This study used Stimulus-Response theory. This study uses quantitative methodology, positivism paradigm, with explanatory research type, using survey methods and simple linear regression analysis tests. Data from this study was taken through a google form survey with respondents as many as 100 Instagram followers @official.jasamarga. The results of this study show that the Sig (2-tailed) value between the variables of information quality and event marketing with the image of each company is 0.000 where this value is smaller than 0.005 and it can be concluded that there is a significant relationship between the variables of information quality and event marketing on the company's image. Informative content is recognized as important in shaping positive perceptions, while event marketing strategies such as "Jumat Kuis" are effective in building positive interactions. Nevertheless, the study highlights areas that need further attention, such as increasing information related to rest areas and toll tariff discounts in the content presented.

Keywords: Corporate Image, Event Marketing, Information Quality, Social Media, Instagram

Entered : January 21, 2025

Accepted : February 19, 2025

Revised : January 30, 2025

Published : February 27, 2025

INTRODUCTION

The rapid development in the transportation service industry and toll road infrastructure is a phenomenon that cannot be ignored. In this era of globalization, companies engaged in this sector are the main key in supporting connectivity and mobility of the community and the economy as a whole. In this context, corporate image, especially those involved in the management of



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transportation services and toll road infrastructure, has a very vital role (Rohaeti, Y. 2024).

A positive corporate image can increase public trust in the company, from this trust which will ensure that toll road users will feel safe and comfortable using the services provided, especially toll road services. The toll road company that is the focus of this research is PT Jasa Marga, as one of the major players in the toll road industry in Indonesia. PT Jasa Marga not only plays a role in providing toll road infrastructure, but also has a responsibility for services to road users. In an increasingly competitive business environment, a company's image is not only a strategic asset, but can also influence consumer decisions, investments, and relationships with stakeholders.

In achieving a positive corporate image, one of the ways toll road companies do this is through event marketing. Event marketing is one of the efforts taken by the Company in order to introduce products to its audience including consumers. This definition is in line with the concept expressed by Clow and Baack (2014), where Event Marketing involves the payment of a certain amount of money by a company to sponsor a particular event or program. According to Belch and Belch's view, as quoted in (Fajrin and Wibowo, Sampurno, SE. 2018) Event Marketing can also be considered as a type of promotion that connects a company or brand with an event or activity that has a specific theme. In this context, the main goal is to create a positive experience for customers, while promoting the products or services offered by the company. Event Marketing is not only directed at increasing sales, but also at forming a positive image and building customer loyalty through unique and memorable experiences.

According to Salmalina Salleh (2016), high-quality information has a positive impact on consumer behavior. Good quality information helps consumers in accessing information about product quality, reduces purchase risk, and increases purchase intent. Quality information also has persuasive power when consumers consider information and find it useful. Followers' responses or actions, such as positive perceptions and intentions to use Jasa Marga's toll road services, are the result of the stimuli provided. A good corporate image, enhanced by the quality of information and event marketing, increases trust, loyalty, and a positive outlook on Jasa Marga's reputation and performance. According to Kim & Park (2013), when a company is able to convey information accurately, in an easy-to-understand way, and in real-time, this can be a trigger for consumers to have a higher level of trust in the company. Therefore, the quality of information presented on the @official.jasamarga Instagram account is crucial. Information that is accurate, relevant, and presented in an engaging way can shape a positive perception of a company, while building trust among followers.

In this regard, researchers conducted a pre-survey of research to 30 followers of @official.jasamarga to illustrate the condition of followers' understanding of the quality of information and marketing events owned by PT Jasa Marga. The survey was conducted by providing statements related to the

dimensions of information quality and event marketing. Based on the survey answers, it can be concluded that there is an interesting pattern related to the information provided by Instagram @official.jasamarga to its followers. In general, the majority of respondents know information about toll rates, call center numbers, traffic information, and toll road operational services from these accounts. However, there is variability in knowledge regarding rest area information, toll fare discounts, and Jasa Marga's "Friday Quiz" program. The conclusion that can be drawn is that information regarding toll rates, call center numbers, traffic information, and toll road operational services is quite effectively conveyed through Instagram @official.jasamarga, because the majority of respondents know about the information. However, what needs to be given more attention is in conveying information related to rest areas, toll tariff discounts, and the "Friday Quiz" program which is useful for increasing awareness and follower participation. This phenomenon creates an opportunity to examine the influence of information quality and events

In stimulus-response theory, the quality of information and marketing events provided by Jasa Marga through their Instagram account serves as a stimulus. The quality of accurate and relevant information enhances the positive image of the company, as recognized by 59% of followers who state the information presented is relevant and 57% who feel they benefit from the information. Event marketing is also an effective stimulus, increasing follower interaction and engagement and strengthening a positive image, in accordance with the perception of 58% of followers about direct interaction and 60% who feel they get added value from the event held. Followers' responses or actions, such as positive perceptions and intentions to use Jasa Marga's toll road services, are the result of the stimuli provided. A good corporate image, enhanced by the quality of information and event marketing, increases trust, loyalty, and a positive outlook on Jasa Marga's reputation and performance.

With the quality of information and event marketing from Instagram @official.jasamarga, this is considered as a benchmark whether PT Jasa Marga has a good image through branding from social media, considering that PT Jasa Marga is one of the companies in the field of transportation services and toll road management infrastructure in Indonesia, so a positive corporate image is needed that can be built, one of which is by branding through social media. The novelty of this research can be directed at the specific context of PT Jasa Marga and @official.jasamarga's followers on the Instagram platform. The reason why the researchers chose Jasa Marga as the object of research is because Jasa Marga is one of the leading companies in Indonesia engaged in toll roads. As a company that has an extensive toll road network and is a major player in this industry, Jasa Marga has a great influence on mobility and connectivity in Indonesia. Therefore, Jasa Marga's image and reputation are very important in determining the operational success and public acceptance of toll road services. In today's digital era, social media such as Instagram has become one of the important platforms to communicate and interact with the public. By having a large following on @official.jasamarga Instagram account, Jasa Marga has the

opportunity to influence public perception and image through the content they share. Therefore, it is important to understand how the quality of information and marketing events presented by Jasa Marga through this platform can affect the company's image in the eyes of its followers. Although there are many studies on the effect of information quality and event marketing on corporate image, there have not been many studies that specifically focus on toll road companies in Indonesia, especially using data from social media. In this study, information quality factors and event marketing will be further explored in the context of this toll road company, exploring its impact on company image and interaction with followers. The conclusion of this research is expected to provide new insights and strategic guidance for PT Jasa Marga in improving its corporate image through the Instagram social media platform.

Based on the background that has been presented by the author, therefore the researcher is interested in reviewing research related to "Is There an Influence of Information Quality and Event Marketing Instagram @official.jasamarga on PT Jasa Marga's Corporate Image?" In order to achieve the goal of creating a good corporate image through social media branding. The quality of information and event marketing in @official.jasamarga has a great influence on the company's image. A good image is built from customer satisfaction and understanding of the quality of information and marketing events provided by PT Jasa Marga through their social media. Based on the explanation above, the problems formulated by the researcher are as follows:

1. Does the quality of information presented on Instagram @official.jasamarga have a significant direct effect on the image of companies engaged in toll roads?
2. Does the marketing event held on Instagram @official.jasamarga have a significant direct effect on the image of the company engaged in toll roads?

Based on the research context of the problems that have been formulated, the purpose of this study is to know, and explain the influence of information quality and event marketing @official.jasamarga on the corporate image of PT Jasa Marga (Persero) Tbk.

Stimulus-response theory is a theory that explains that an individual's response to a particular stimulus (stimuli) can be predicted and understood. In the context of this study, stimulus can be in the form of the quality of information conveyed by toll road companies through social media (such as Instagram) and the marketing events they do. The response, or in this case the image of the toll road company, is the perception and response of followers to the stimulus. This theory explains that behavior can change if the stimulus given exceeds the original stimulus. A stimulus that exceeds this is a stimulus that is required to be able to convince the organism. Reinforcement factor plays an important role. The stimulus or message that has been conveyed to the communicant can be received but can also be rejected. Communicant will take place if it gets attention from the communicant. Next the communicant will begin to understand. The communicant's ability to understand is what will continue the next process. After the communicant cultivates and accepts, there

will be a willingness to change attitudes. This theory is based on the assumption that the cause of behavior change depends on the quality of the stimulation that communicates with the organism. This means that the quality of communication sources determines the success of behavior change in a person, group, or society.

Using stimulus-response theory, this study can identify the extent to which the quality of information and event marketing can stimulate or influence followers' perceptions and responses to toll road company image. This helps to understand how the use of social media and event marketing can affect brand perception and image in the context of the toll road industry. According to O'Briens (Quoted by Kurniawati, Nurazi, and Martiah 2021), information quality refers to the extent to which information has characteristics, content, form, and time that is appropriate for a particular end user. In the context of IT operating systems, information quality is very important because the information supports decision making in the company or organization. Ayu Marini (2020) added that information that is considered good quality must be able to maintain and continue to improve its quality, so that consumers can make purchasing decisions quickly.

Wang and Strong (1996) (Cited Almira 2018) state that the quality of information must meet the needs of users. While there are varying views regarding the quality of information, the point remains that quality is measured from the perspective of users using those products and services, according to user expectations. Managing a company's website and social media optimally requires a proactive team in creating communication strategies and keeping the company's social media content up-to-date, accurate, and interesting to the audience. (Ganiem 2019)

Based on the explanation above, it can be concluded that the quality of information is very important in the context of decision making in a company or organization. A good understanding of the characteristics, content, form, and timing of information is necessary to support end-user needs. Continuous improvement of information quality is recognized as a key factor, especially in speeding up the consumer decision-making process. Wang and Strong's view emphasizes that the quality of information must meet the needs and match user expectations, thus being the key to success in providing added value to users. Belch (Quoted by Auliya 2021) defines event marketing as a form of promotion where companies associate their brands with special themed activities. The purpose of this activity is to promote products and provide a hands-on experience to consumers participating in the event.

Event marketing is important, especially when a brand is already known in the market. Despite having an established presence, market competition continues regardless of how long a brand has existed. In this context, event marketing remains an effective tool to maintain and enhance brand success. In this context, event marketing refers to a marketing strategy that involves organizing special events or activities by toll road companies. The goal of event marketing is to create awareness, engagement, and emotional connection with

toll road users or potential users. Through the events held, toll road companies such as Jasa Marga can introduce new services, provide education related to driving safety, or organize other activities relevant to their business objectives, one of the marketing events organized by Jasa Marga is "Jumat Kuis".

According to G. Sach in Soemirat and Elvinaro Ardianto (2007, p. 171) image is knowledge about us and attitudes towards us who have different groups. This understanding of image was then cited by Effendi in Soemirat and Elvinaro Ardianto (2007: 171) that the image is the world around us that looks at us. Meanwhile, according to Katz in Soemirat and Elvinaro Ardianto (2007: 113), image is the way how other parties perceive a company, a person, a committee, or an activity. According to Frank Jefkins in Soemirat and Elvinaro Ardianto (2007: 114), image is defined as a person's impression or individual about something that arises as a result of his knowledge and experience. Elvinaro in his book Basics of Public Relations in 2007, quoted from Danasaputra (1995) the process of image formation Image is an impression obtained by a person based on his knowledge and understanding of facts or reality. Imagery builds on the knowledge and information a person receives, communication does not directly give rise to certain behaviors, but tends to influence the way we organize our image of the environment.

When a company is able to maintain and even improve the quality of service, it will affect the image and good reputation of a company or organization. Companies are required to be able to provide the best quality service to their customers, this is done in order to achieve customer satisfaction. The best service quality is judged by how companies can provide what their customers need. If the company can provide customer needs well, then it can be said that the quality of the company's service is good and will later have an impact on achieving a good company image and reputation. Based on the explanation above, it can be concluded that service quality and image are interrelated.

METHOD

In this study, using the Positivsm paradigm. According to Ardianto (2009), the positivism paradigm is one of the linear processes or causal processes that reflect passive message efforts. This Positivism paradigm views the communication process as determined by the sender (source oriented). The success or failure of a communication process depends on the efforts made by the sender in packaging the message, attracting the recipient's attention or studying the nature and characteristics of the recipient to determine the message delivery strategy. This research uses the positivist paradigm, to find or obtain confirmation of causal relationships that can be used to predict general patterns of social symptoms or human activities. The variables in this study are analyzed through the hypotecio-deductive method, which is a method that involves testing hypotheses where other hypotheses are abstract or conceptually formulation are higher.

The approach to this study is quantitative research. Quantitative research methods can be interpreted as a method used to examine certain populations or samples, data collection using research instruments, statistical data analysis, quantitative research is used because the purpose of quantitative research is more directed to show a relationship between variables, verify theories, make predictions and generalizations, this is in accordance with the research being conducted. This method aims to test pre-established hypotheses.

The method used in this study is to use quantitative methods by means of surveys. Where in quantitative research by means of this survey, researchers collect existing data by distributing questionnaires that have been filled out by respondents. Through the dissemination of such questionnaires data are collected from a sample over the population to represent the population. Survey research is a method that takes samples from a population using questionnaires as the main data collection tool. This study uses an explanatory type of research. Sugiyono (2013: 6) explained that explanatory research is research that explains the position between the variables studied and the relationship between one variable and another through testing hypotheses that have been formulated. This study used data collection techniques with surveys through google form or online questionnaire. The instrument used for data collection is a questionnaire submitted to consumers. For the type of data, there are two types of data in the study, namely primary data. The population referred to in this study is followers of the @official.jasamarga Instagram account, which is 271,000 (Data accessed on January 29, 2024). The sample criteria taken in this study were aged 16-65 years, and is an Instagram follower of @official.jasamarga which after counting, the result obtained is 99.96 and rounded to 100. So, the conclusion is that the number of samples to be studied amounts to 100 respondents. Before respondents fill out the questionnaire, there is a verification section that must be checked by respondents stating that respondents are followers of Instagram @official.jasamarga.

Hypothesis is an answer to problems that exist in research and must be tested for correctness. With the above problems can be drawn conclusions with the following hypotheses:

- H1 : Good quality of information affects the company's image at PT Jasa Marga
- H2 : Good Event Marketing affects the company's image at PT Jasa Marga
- H3 : Significant Information Quality affects the company's image at PT Jasa Marga
- H4 : Event Marketing that significantly affects the company's image at PT Jasa Marga

RESULTS AND DISCUSSION

Characteristics of Respondents

The number of participants in the study was 100 individuals. Based on age, know that the majority of respondents are at the age of 21-25 years as many

as 30 people with a percentage of 30%. Based on gender, it is known that the majority of respondents are men as many as 59 people with a percentage of 59%. Based on the latest education, it is known that the majority of respondents are D4/S1 as many as 58 people with a percentage of 58%. Based on the profession, it is known that the majority of respondents are BUMN employees as many as 36 people with a percentage of 36%.

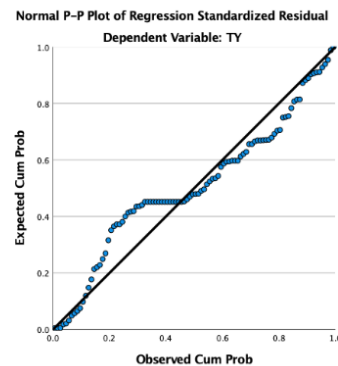
Validity Test

The method used in testing the level of validity is with internal variables, which test whether there is a fit between the parts of the instrument as a whole. To measure it using grain analysis. The validity test in this study was carried out with a test of 5% with a 2-sided test and the amount of data (n) as much as 100, then the table r obtained was 0.1966. In each variable and indicator, the results of r calculate > r table. So it can be concluded that the question items asked are declared valid and can be used as a measuring tool.

Reliability Test

Reliability is the extent to which the results of a measurement can be trusted, meaning if in several measurements of the same group obtained relatively similar results. In this study, reliability tests were carried out using the Cronbach Alpha Formula technique. Based on the results of Cronbach alpha output from the variables of information quality, event marketing, and company image is showing results exceeding 0.6. This shows that the variable instrument is reliable or consistent.

Normality Test



(Source : SPSS 27.0 results)

Based on the normal probability plot graph, it can be seen that the points are scattered around the diagonal line. This shows that the data has a normal

(Salfhaoctha, dkk)

distribution, so regression models can be used to predict probabilities based on the independent variables entered.

Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	4.413	2.256		1.957	.053	
	Kualitas Informasi	.432	.115	.399	3.749	.000	.343 2.912
	Event Marketing	.252	.062	.431	4.048	.000	.343 2.912

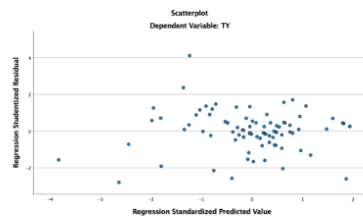
(Source : SPSS 27.0 results)

To evaluate the existence of multicollinearity from the results of the analysis, it can be seen at the value of Variance Inflation Factor (VIF) and tolerance. The assumptions of this analysis can be described as follows:

- If the VIF value is more than 10 and the tolerance value is less than 0.1, then it can be concluded that multicollinearity occurs.
- Conversely, if the VIF value is less than 10 and the tolerance value is more than 0.1, then there is no indication of multicollinearity.

Based on the results of the tests that have been carried out, it was found that the tolerance and VIF values showed that the variables of information quality (X1) and event marketing (X2) were $2.912 < 10$ and the tolerance value of $0.343 > 0.1$ so there was no multicollinearity in the data.

Heterokedacity Test



Source : SPSS 27.0 results)

From the presented picture, the dots are scattered randomly and do not form a specific pattern. Therefore, it can be concluded that in this study there were no signs of heteroscedasticity (good).

Quality of Information on Company Image

From the multiple correlation test, it was found that the Sig (2-tailed) value between variables X1 and Y was 0.000 where this value was smaller than 0.005 and it can be concluded that there is a significant relationship between variable X1 and variable Y, then with an increase in the correlation value of 0.748 which falls into the category of "Strong Relationship". Then from the multiple regression test, it was found that the regression coefficient for variable

X1 was 0.432 which indicated an increase in one unit variable X1 would cause an increase of 0.432 in variable Y, this means that there is a positive relationship between variable X1 and variable Y and also the Sig value obtained is 0.00 where this is less than 0.05 which can be concluded Information Quality has a positive influence on the company's image. The test coefficient of determination obtained the R Square number is 0.623 which means that 62.3% of variables X1 and X2 affect Variable Y together. Meanwhile, about 37.7% of Variable Y's variability can be explained by other factors that were not studied in this study or may be caused by errors. Then from the T hypothesis test, a significance value of 0.000 was found which was smaller than 0.05, the calculated T value was obtained at 3.749 this value exceeds the table T (1.664), it can be concluded that the hypothesis (Ho) is rejected and the alternative hypothesis (Hi) is accepted, indicating that variable X1 has an influence on variable Y.

Event Marketing to Company Image

From the multiple correlation test, it was found that the Sig (2-tailed) value between variables X2 and Y was 0.000 where this value was smaller than 0.005 and it can be concluded that there is a significant relationship between variable X2 and variable Y, then with an increase in the correlation value of 0.754 which falls into the category of "Strong Relationship". Then from the multiple regression test, it was found that the regression coefficient for variable X2 is 0.252 which indicates an increase in one unit variable X2 will cause an increase of 0.252 in variable Y, this means that there is a positive relationship between variable X2 and variable Y and also the Sig value obtained is 0.00 where this is less than 0.05 which can be concluded Event Marketing has a positive influence on the company's image. The test coefficient of determination obtained the R Square number is 0.623 which means that 62.3% of variables X1 and X2 affect Variable Y together. Meanwhile, about 37.7% of Variable Y's variability can be explained by other factors that were not studied in this study or may be caused by errors. Then from the T hypothesis test, a significance value of 0.000 was found which is smaller than 0.05, the calculated T value was obtained at 4.048 this value exceeds the table T (1.664), it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (Hi) is accepted, indicating that the variable X2 has an influence on the variable Y.

Applicability of Stimulus Response Theory on Information Quality, Event Marketing, and Corporate Image

This research shows that the quality of information and marketing events presented by Jasa Marga through their Instagram account acts as a significant stimulus in influencing the company's image. The quality of accurate and relevant information, as well as marketing events that invite interaction and follower engagement, together enhance the positive image of the company. The results of statistical tests show that there is a significant relationship between the quality of information and event marketing with company image, with a strong correlation value between these variables. The positive response from followers, such as the positive perception and intention to use Jasa Marga's toll road services, is the result of the stimulus provided, which in turn

strengthens the company's image. Thus, the quality of information and effective event marketing play a role in stimulating positive response from followers, strengthening the company's image, and influencing their views and actions towards Jasa Marga.

CONSLUSION

Based on the results of research and discussion on the Effect of Information Quality and Event Marketing on the Corporate Image of Toll Roads, it can be concluded that:

Based on statistical analysis conducted using SPSS software version 28.0, it was found that the quality of information presented on Instagram @official.jasamarga has a positive effect on the image of toll road companies. High quality information positively impacts consumer decisions, customer loyalty, and business growth. In addition, effective communication through accurate and relevant information is also important to build good relationships with other stakeholders, such as government, investors, and the public, as well as support the formation of a positive corporate image. Therefore, investment in improving information quality is very important to support the sustainability and growth of toll road companies.

Based on statistical analysis using SPSS software version 28.0, it was found that marketing events held on Instagram @official.jasamarga had a positive influence on the image of toll road companies. Effective event marketing can increase loyalty, trust, and customer satisfaction with the company. This creates an image of a company that is caring, responsive, innovative, and trusted. A creative, innovative, and consumer-oriented event marketing strategy can differentiate the company from competitors and strengthen the company's image as a professional, trusted, and dynamic toll road service provider. Therefore, the development of event marketing strategy optimization is very important for toll road companies to strengthen their corporate image, increase consumer trust and loyalty, and differentiate themselves from competitors in similar industries.

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