

PROMOTIONAL EFFECTIVENESS ANALYSIS THROUGH EPIC MODEL APPROACH ON TOURISM SERVICES INDUSTRY

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ABSTRACT

One of Tourism Company in Indonesia is a company running its business in the field of tourism. In order to survive in an intense competition, companies need to do effective marketing with the application of integrated marketing strategy in selling products or services. One of its marketing strategies, the company seeks to utilize the internet as a means to promote services offered to customers. Through the website, the company communicates its company profile, service field, activities and product types to their prospective customers. The company also aiming that through online advertising strategy, it can strengthen the relationship with the customers and bring effectiveness in communicating the product. This study aims to determine the level of effectiveness of online promotion of the company through the EPIC Model approach in terms of dimensions of Empathy, Persuasion, Impact and Communication. Data obtained from the questionnaires distributed to 100 respondents and observation as well as direct interviews with related parties of the company. Based on the data obtained, the average value of Empathy dimension is 3.66, Persuasion dimension is 3.71, Impact dimension is 3.64 and Communication dimension is 3.94 and EPIC Rate is 3.74. This shows online media advertising the company has been effectively used as a media campaign. Companies can communicate their products to potential customers or their target markets in the form of ads that are made as effective as possible, creative and attractive so that they can have a positive effect. Expected the company can maintain the quality of the ads and pay more attention to the messages conveyed by the ad so that the message can get more attention, understanding and knowledge about the product for the customer.

Keywords: promotional effectiveness, EPIC Model

1. INTRODUCTION

One of Tourism Company in Indonesia is a company that has been doing business intensively in

the field of tourism. With the increasing number of tourists both foreign and domestic, more interest of entrepreneurs to establish Travel Bureau. Based on data from ASITA (Association of the Indonesian Tours & Travel Agencies), Jakarta Capital City has registered member in 2017 amounted to about 1300 companies. Most of the Travel Bureau has the same type of products that cause competition in marketing its products. In order to survive in the face of intense competition, companies need to do effective marketing with the application of integrated marketing strategies in selling products or services produced in accordance with the expectation and needs of customers. Companies should also be able to communicate their products to potential customers or to target markets in the form of advertisements made as effectively as possible, creative and attractive.

Through advertising, companies can convey the benefit of the product. Advertising is seen as the most common medium used to direct persuasive communication to customers. Advertising is intended to influence the feelings, understanding, meaning, beliefs, and attitudes and create customer image associated with a product or brand. Although the provision of such information may be made through product packaging, brochures, demonstrations or salesperson visits, advertising is still considered the most effective way to inform the product.

The company, in one of its marketing strategies, trying to utilize internet as a medium of promoting services offered to customers. Through its official website, the company communicates company profile, service field, activities, types of products and other necessary information to prospective customers. The company expects that the online advertising strategies are able to strengthen the relationships with the customers as well as to bring effectiveness in communicating the product. Based on the above description, then the purpose of this study is to determine the level of effectiveness of online promotion the company through the EPIC Model approach.

2. LITERATURE REVIEW

2.1. Marketing

The concept of marketing has been debated and evaluated regularly since marketing was recognised as a distinctive discipline and domain. Many definitions of marketing have been put forward over the years as each generation tries to capture what marketing is and what it means to them (Gamble et al., 2011). Similarly, the definition of the discipline and practice of marketing has evolved over time as a reflection of these evolutionary changes. In marketing, there has been a tendency to undervalue the historical perspective in doing research and understanding the role of historical developments in shaping the evolution of this discipline (Brunswick, 2014).

According to Kotler (2009) marketing is a social process whereby individuals or groups get what they need and want by creating, offering and freely exchanging valuable products with other individuals or groups. According to the American Marketing Association (AMA) in Varadarajan (2010), marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Furthermore, over the years, marketing has broadened its compass beyond products to include other offerings, such as services, experiences, places, persons, ideas and causes (Kotler, 2011). Future definitions of marketing may selectively omit some of the labels of the past such as, producers and consumers but they will surely continue to acknowledge and give emphasis to the underpinning role of marketing that is interactive and fundamental to creating a more balanced relationship between individual, companies and society (Gamble et al., 2011).

2.2. Marketing Mix

Marketing mix is the most fundamental concept of marketing. Companies need to make drastic changes in their research and development, production, financial and marketing practices if sustainability is to be achieved (Kotler, 2011). Shahhosseini and Ardahaey (2011) asserted that marketing mix helps to define the marketing elements for successfully positioning market offer. Marketing mix according to Kotler (2009) is a set of marketing tools used by a company to achieve its target or marketing target. Marketing mix is a set of controllable marketing tools that a company uses to create a desired response in the targeted market (Khan, 2014).

The marketing mix consists of everything a company can do to influence customer demand, consisting of seven groups known as 7P (Kotler and Armstrong, 2010), that is:

a. Product: Product is everything that can be offered to market to satisfy expectation or requirement of

customer. Muala and Qurneh (2012) expressed that Product is some good or service that a company offers in the market. Weaver and Lawton (2010) suggest that the tourism manager will have little control over or responsibility for untidy streets, unfriendly residents and inclement weather, for example, but the partnership element of the marketing mix may provide an opportunity for reducing some of these negative effects.

b. Place (distribution): It is a variety of corporate activities to make its products affordable and available to end customers. The company must choose a marketing channel that suits the type of business it is running. The marketing channel can be seen as a set of independent organizations involved in the process of making a product available for use. According to Muala and Qurneh (2012) the strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailer.

c. Promotion: The definition of promotion is a component used to confirm and persuade the market about the company's products. Promotion relates to an attempt to provide information to the market about the product to be sold, where and when the product is sold. Muala and Qurneh (2012) mentioned that promotion is a vital part of business and is an integral ingredient of the total marketing process.

d. Price: It is an important element in the marketing mix because price is the only element of the seven-marketing mix used to achieve the marketing objectives. In addition, price is also a benchmark for the quality of a product or service. According to Nakhleh (2012) price is what has been given up to get a product or service. How much consumers are willing to pay fluctuates due to their different needs. Thus, the price perceptions to the same service or products may differ among individuals.

e. Physical evidence: It is the real thing that also affects the decision of customers to buy and use products or services offered. Elements included in physical facilities include the environment or physical building form, equipment, equipment, logos, colors and other items. Muala and Qurneh (2012) revealed that this factor refers to the environment in which the service and any tangible goods that facilitate the performance and communication of the service are delivered.

f. People: They are all behaviors that play an important role in the presentation of services so that it can affect the perception of each buyer. Elements of a person are company employees and customers. All employee's attitudes, actions, and appearance have an influence on the success of service delivery. According to Muala and Qurneh (2012) this factor refers to the service employees who produce and deliver the service.

g. Process: They are all actual procedures, mechanisms and flow of activities used to deliver

services. This process element has a meaning as something to deliver services. Processes in services are a major factor in the service marketing mix, as the customers will be happy to feel the delivery system as part of the service itself. Muala and Qurneh (2012) asserted that process is generally defined as the implementation of action and function that increases value for products with low cost and high advantage to customer and is more important for service than for goods.

Together, these marketing mix ingredients succinctly reflect what the tourism marketer can manage in order to differentiate the market offering and achieve the desired brand positioning (Pomering et al., 2011). The marketing mix concept also has two important benefits. First, it is an important tool used to enable one to see that the marketing manager's job is, in a large part, a matter of trading off the benefits of one's competitive strengths in the marketing mix against the benefits of others. The second benefit of the marketing mix is that it helps to reveal another dimension of the marketing manager's job (Khan, 2014).

2.3. Advertising

The stated phenomenon raises question about the true definition of advertising. Some people say advertising is simply way to sell a product—to announce what products are available, who made them and where you go to buy (Moriarty et al., 2009). Meanwhile, a modern definition of advertising includes other important factors, such as media, audience and goals. According to Kotler (2009), advertising is any form of non-personal presentation and promotion of ideas, goods or services by certain sponsors to be paid. Advertising is one of the most common tools a company uses to direct persuasive communication to customers. Advertising is one of the most important elements of the marketing mix. According to Aaker and Carman in Sethuraman et al (2011), controversy rages over whether firms are getting adequate returns on their advertising expenditures. Lacznik (2015) believe that advertising theory should define how and when structural elements of ads (e.g., message sources, ad devices) influence receivers, knowing that all receivers are not the same and thus may not respond in a single, similar manner.

The advertising world today has grown very rapidly, not only from the creative side, but also from strategy and media technology (Wijaya, 2015). According to Durianto, et al in Pancaningrum and Rahayu (2017), although not directly impact on purchases, advertising becomes a means to assist effective marketing in establishing communication between companies and customers as well as the company's efforts to win competition. Ha et al (2011) revealed that spending on advertising is an imperative for firms in order to retain customers. Advertising is a growing business and with advances in the Internet

technology, the dynamics and landscape of the business has changed as well (Eze and Lee, 2012). According to Kotler in Gregurec et al (2011), Internet advertising means advertising that appears when consumers search the Internet, including banner ads, ticker ads, ad interval (interstitials), skyscrapers, e-mail marketing, including spam and other formats.

2.4. EPIC Model

Various models were created to measure the effectiveness of advertising. In this study, the effectiveness of advertising is measured by the EPIC Model approach developed by AC. Nielsen, one of the world's leading marketing research companies. This model measures the effectiveness of advertising on the impact of communication, encompassing four critical dimensions that have different levels of importance depending on marketing objectives. According to Durianto, et al in Hasanah and Nugroho (2016), EPIC Model is the most accurate method to measure advertising effectiveness compared to measurement model using Customer Response Index (CRI), Direct Rating Method (DRM) and Consumer Decision Model (CDM). The reason is that EPIC Model in this study uses five measurement scales, plus each assessment uses up to two digits behind the comma.

Following are the dimensions used in the EPIC Model:

1. Empathy

This dimension tells whether the customer likes the promotion and how customers see the relationship with their personality. Empathy is a mental state that allows a person to identify himself or herself to the same state of feeling or circumstance as another person or group. The dimension of empathy involves the affection and cognition of the customer. Affection involves a feeling while cognition involves thinking.

2. Persuasion

This dimension tells what promotion can do for improving or strengthening a brand's character so that the marketer can gain an understanding of the impact of promotion on the customer's expectation to purchase a product. Persuasion is a change of beliefs, attitudes and expectation caused by promotional communication and something that can attract a person to do something.

3. Impact

This dimension shows whether a product looks more prominent than other products and whether a promotion can include customers in the delivered message. The purpose of this dimension is the improvement of product knowledge.

4. Communication

This dimension provides information about the customer's ability to remember the main message delivered, the understanding, the strength of the impression left and the clarity of the promotion. The success or failure of an ad depends on how the ad

informs the expected information and attitude to the right person, at the right time and at the right cost.

3. METHODOLOGY

3.1. Place and Time of Research

The author conducted research at the company, a company engaged in the field of tourism located in South Jakarta. Study time from January to May 2017 using questionnaire.

3.2. Population and Sample

In this study, subjects were selected by non-probability sampling method, whereas not all people included in the population had the same opportunity to be elected as a sample member. Non-probability sampling technique is also referred to as sampling based on certain considerations (Sugiyono, 2006). The non-probability sampling technique used is purposive sampling technique. Respondents selected to be sampled are customers as well as people who has or acknowledged the promotional activities of the company through online media and willing to fill out the questionnaire.

Average website visitors per year are 19,970 people. The data obtained from the interview with the company. The amount can be used as a population size so as to determine the number of samples from a known population, the Slovin formula is used:

$$n = \frac{N}{1+Ne^2}$$

Where

n: sample size

N: population size

e: percentage of tolerable allowance of Inaccuracy of sampling (10%)

Using the Slovin formula above, then:

$$n = \frac{19.970}{1 + 19.970(0,1)^2} = 99,5 \approx 100$$

(rounding)

Based on the above calculation, the targeted number of respondents is 100 people out of the population of website visitors per year.

3.3 Data Ccollection Ttechnique

Data collection techniques conducted by the authors in this study are:

1. Primary data, where data is obtained directly from the source without going through intermediary media. These data are:

a. Questionnaire to customers: This questionnaire aims to determine the effectiveness of online promotions that have been done by the company.

b. Observation: Namely to obtain the required information by doing observations on the object directly to the field.

c. Interview: A question and answer conducted directly with the parties concerned to obtain

information in regards to the corporate internal data as well as the feedback in regards to the problems investigated by the author.

2. Secondary data, where data is obtained by authors indirectly through intermediate media or obtained and recorded by other parties covering the general picture of the company, vision and mission and organizational structure of the company as well as the study of literature and journals related to the problem under this research.

3.4. Data Analysis Technique

In this study the authors use the EPIC Model approach that includes four dimensions of Empathy, Persuasion, Impact and Communication. The measurement scale used is Likert scale. According Sugiyono in Budianto(2017), Likert scale is a scale used to measure attitudes, opinions and perceptions of a person or group of people about social events or symptoms.

Measurements are taken by asking the respondent with questions and asking them to also provide answers of five available choices, which each of it has different values. This study uses closed questions with a following range of assessment scales:

Strongly disagree	: 1
Disagree	: 2
Moderate	: 3
Agree	: 4
Strongly agree	: 5

From the answers to questionnaires that cover the four dimensions, the effectiveness of advertising can be identified by using the following analysis (Duriantoin Budianto, 2017):

1. Simple Tabulation Analysis

In a simple tabulation analysis, the obtained data is processed in percentage form by following formula:

$$P = \frac{fi}{\Sigma fi} \times 100\%$$

where as

P : the percentage of respondent who choose a specific category

fi : the number of respondent who choose a specific category

Σfi : number of respondent

i. Averaged score

Each respondent's answer to a given question is weighted. How to calculate the score is to add up the entire product value of each weight divided by the total number of frequencies, by the formula:

$$X = \frac{\Sigma fi.wi}{\Sigma fi}$$

where as

X : weighted average

fi : frequency

wi : weight

Next, the range of assessment scales is used to determine the response position of the respondents by using the score value of each variable. An alternative weight answer is formed from a ranking scale technique consists of a range from one to five that describes a highly ineffective position to a very effective position. Next is calculating the scale range with the following formula:

$$Rs = \frac{R(\text{weight})}{M}$$

where as

Rs : range of scale

R(weight) : Max weight - Minweight

M : number of weight category

The Likert scale range used in this study is one to five, then the obtained range of scoring result are:

$$Rs = \frac{5 - 1}{5} = 0,8$$

So, the decision will be:

1,00 < x ≤ 1,80: Very ineffective

1,81 < x ≤ 2,60: Ineffective

2,61 < x ≤ 3,40: Moderate

3,41 < x ≤ 4,20: Effective.

4,21 < x ≤ 5,00: Highly effective

Each dimension in the EPIC Model will be analyzed separately using the average scoring method to determine the effectiveness of each dimension in an online advertisement of THE COMPANY which later on average will be included in the range of scoring scales from very ineffective to highly effective.

ii. EPIC Rate Calculation

The last step is to determine the EPIC score with this formula:

$$\frac{XEmpathy + XPersuasion + XImpact + XCommunication}{4}$$

EPIC Rate score will explain the promotion position of a product or service in respondent's perception according to the scale range which was determined previously.

4. RESULT AND DISCUSSION

4.1. Test Validity and Reliability

Validity test in this research uses correlation Product Moment or correlation between item with total score in one variable. An instrument can be said to be valid if the value of this correlation coefficient is worth > 0,3. All 13 instruments in the questionnaire fulfilled the validity requirement because it has coefficient value > 0,3.

In the reliability test Cronbach's Alpha was used to determine whether the instrument in the questionnaire is reliable or not. An instrument can be said reliable if the value of this coefficient is > 0,6. As Cronbach's

Alphacoefficient is 0,878, therefore it can be concluded the instrument in this questionnaire is reliable.

4.2. Empathy Dimension

Table 1. Response to Empathy

Attribute	Weight	E1	E2	E3
Strongly Disagree	1	0	0	0
Disagree	2	0	0	0
Moderately Agree	3	48	46	47
Agree	4	37	42	40
Strongly Agree	5	15	12	13
Total of Respondents		100	100	100

Source: Questionnaire data processing

$$X E1 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 48) + (4 \times 37) + (5 \times 15)}{100} = 3,67$$

$$X E2 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 46) + (4 \times 42) + (5 \times 12)}{100} = 3,66$$

$$X E3 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 47) + (4 \times 40) + (5 \times 13)}{100} = 3,66$$

$$X Empathy = \frac{3,67 + 3,66 + 3,66}{3} = 3,66$$

The empathy dimension effectiveness result on online advertising of the company indicates that the ad is in the effective scale range with a weighted average of 3.66 which means that the ad makes the respondent experience a positive reaction to the advertising message and is able to create bonding between customer and product through relevant personalized content. This indicates that the ad is able to provide interesting information and messages in the ad so it is liked by the customer.

4.3. Persuasion Dimension

Table 2. Response to Persuasion

Attribute	Weight	P1	P2	P3
Strongly Disagree	1	0	0	0
Disagree	2	0	0	0
Moderately Agree	3	46	43	46
Agree	4	35	47	35
Strongly Agree	5	19	10	19
Total of Respondents		100	100	100

Source: Questionnaire data processing

$$X P1 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 46) + (4 \times 35) + (5 \times 19)}{100} = 3,73$$

$$X P2 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 43) + (4 \times 47) + (5 \times 10)}{100} = 3,67$$

$$X P3 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 46) + (4 \times 35) + (5 \times 19)}{100} = 3,73$$

$$X Persuasion = \frac{3,73 + 3,67 + 3,73}{3} = 3,71$$

The Persuasion dimension effectiveness result on online advertising of the company indicates that the ad is in the effective scale range with a weighted average of 3,71 which means these ads can enhance and reinforce a product in the minds of customers. These ads have sufficient influence on the customer's desire to use the services provided by the company.

4.4. Impact Dimension

Table 3. Response to Impact

Attribute	Weight	I1	I2	I3
Strongly Disagree	1	0	0	0
Disagree	2	0	0	0
Moderately Agree	3	47	51	46
Agree	4	42	38	40
Strongly Agree	5	11	11	14
Total of Respondents		100	100	100

Source: Questionnaire data processing

$$X I1 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 47) + (4 \times 42) + (5 \times 11)}{100} = 3,64$$

$$X I2 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 51) + (4 \times 38) + (5 \times 11)}{100} = 3,60$$

$$X I3 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 46) + (4 \times 40) + (5 \times 14)}{100} = 3,68$$

$$X Impact = \frac{3,64 + 3,60 + 3,68}{3} = 3,64$$

The Impact dimension effectiveness result on online advertising of the company indicates that the ad is in the effective scale range with a weighted average of 3,64 both through product knowledge, through product associations and advertising reps aimed at capturing the attention of customers with the frequency of repeated advertising. This is a testament to the seriousness of the company in utilizing online media as an advertising media that support the company's marketing activities. It also indicates that the advertisement is prominent and provides knowledge about the product presented.

4.5. Communication Dimension

Table 4. Response to Communication

Attribute	Weight	C1	C2	C3	C4
Strongly Disagree	1	0	0	0	0
Disagree	2	0	0	0	0
Moderately Agree	3	27	23	39	32
Agree	4	49	47	39	45
Strongly Agree	5	24	30	22	23
Total of Respondents		100	100	100	100

Source: Questionnaire data processing

$$X C1 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 27) + (4 \times 49) + (5 \times 24)}{100} = 3,97$$

$$X C2 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 23) + (4 \times 47) + (5 \times 30)}{100} = 4,07$$

$$X C3 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 39) + (4 \times 39) + (5 \times 22)}{100} = 3,83$$

$$X C4 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 32) + (4 \times 45) + (5 \times 23)}{100} = 3,91$$

$$X Communication = \frac{3,97 + 4,07 + 3,83 + 3,91}{4} = 3,94$$

The communication dimension effectiveness result on online advertising of the company indicates that the ad is in the effective scale range with a weighted average of 3,94 which explain that the customers can recognize and remember the key message delivered in the ad. In addition, ads also leave a strong impression and understanding of the customer to message in the ad. This indicates that the online advertising has been effective in delivering its message to customers.

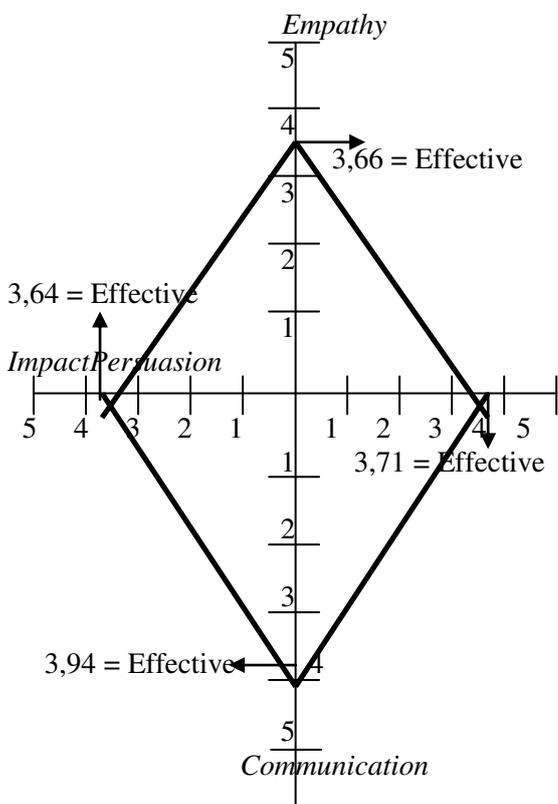
4.6. EPIC Rate

After each dimension obtained the results, then the value of EPIC Rate is calculated. The four dimension values are summed to get the average value to get the EPIC Rate.

$$\frac{XEmpathy + XPersuasion + XImpact + XCommunication}{4}$$

$$EPIC Rate = \frac{3,66 + 3,71 + 3,64 + 3,94}{4} = 3,74$$

Based on the above calculation, the final result of the EPIC Rate is 3.74 which based on rating scale falls under effective category. This shows the online advertising of the company has been effective in communicating its service products to customers. Overall graph of the results of online advertising effectiveness analysis of the company with EPIC Model method can be depicted in the following graph.



Picture 1. The company's Online Ad EPIC Model

The dimensions with the highest effectiveness are Communication dimension with a weighted average value of 3.94 and for the lowest effectiveness is Impact dimension which has a weighted average value of 3.64. The more the average value or points of intersection of a rectangular angle approaching 0, the effectiveness of the ad will decrease. Conversely, if the intersection points from the corner of the rectangle further away from point 0 and closer to point 5, then it can be concluded that the level of advertising effectiveness is increasing. This shows online media advertising the

company has been effectively used as a media campaign. Companies can communicate their products to potential customers or their target markets in the form of ads that are made as effective as possible, creative and attractive so that they can have a positive effect.

5. CONCLUSION

The results of measuring the effectiveness of online media advertising at the company using the EPIC Model approach indicating that the effectiveness of online advertising is considered as being effective. The results of the overall measurement are described as follows:

- a. The dimension with the highest effectiveness is the Communication dimension with a weighted average of 3.94. This means the customers can recognize and remember the key message delivered in the ad.
- b. The EPIC Rate is 3.74 (effective). This shows that online media advertising the company has been effective in communicating its service / products to customers.

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