How to Validate Consumer Self-Actualization or Narcissism through Social Media Services??

Chusnul Rofiah [1*], Elisabet Dita Septiari [2]
[1] STIE PGRI Dewantara Jombang,
[2] Universitas Atma Jaya Yogyakarta

ABSTRACT: This research takes the perspective of tour and travel service companies in providing services through consumer self-actualization behavior or narcissism and adopts Maslow's hierarchy of needs framework to capture motivational intentions (Pincus, 2023). Researchers believe the findings of this research can provide insight for tour and travel service companies to strategy (1) Validate consumers' self-actualization needs or narcissism through satisfying social media services and the use of social media, (2) Create social media platforms to support operational needs and provide online service. This research uses a simple research design method with triangulation theory. Qualitative research (Rofiah & Bungin, 2021) with a phenomenological approach. The research locus was located at an East Java tour & travel company. The focus of this research was conducted on: 10 tour & travel company owners in East Java. The data analysis technique used is Manual Data Analysis Procedure (MDAP) by Rofiah, (2022), from the results of interviews accompanied by triangulation of sources, methods and theories it was found that to validate tour and travel consumers there are 3 important things that must be done by tour and travel companies : (1) Marketing Objectives (Geographic Segmentation, Psychographic Segmentation, Determining the Size of Market Segments, Suitability and Suitability, Adjusted to Market Demand, Demographic Segmentation, Behavioral Segmentation, Potential from Competitors, Brand Positioning/Company name); (2) Marketing Logic (Flexible Services Offered, Different Service Products, Prices Taking Market Prices into Account, Staged Payment System, Human Resources Based on Generations, Varied Products and Services, Offering a Guarantee System, Discounts/Rebates, Good Employee Attitudes); (3) Promotion (Strategic Location, Easy Ordering Process, Dividing Marketing Team Based on Generation, Prioritizing Consumer Convenience, Online and Offline Promotion, Giving Door Prizes, Establishing Good Communication/Relationships, Following Trends/Something Viral)

KEYWORDS: tour and travel company marketing strategy, Validation of self-actualization needs, Marketing Objectives, Marketing Logic, Promotion

I. INTRODUCTION

The tourism market continues to develop (Sharpley, 2020), with technological developments causing rapid changes in the sector (Pencarelli, 2020). Technological advances have changed information sources and information sharing techniques used in the market (Litvinenko, 2020). Social networks (e.g. Facebook, Instagram), photo sharing websites (e.g. Flickr, Photobucket), video creation and sharing sites (e.g. YouTube, IBM Cloud Video), virtual communities, microblogging agencies (e.g. Twitter), social tagging (e.g. Digg), news readers (e.g. Google Reader, Feedly, MobileRSS) and review/rating websites for tourism companies (e.g. TripAdvisor, Trivago) have become major platforms of information production, sharing, editing, acquisition and dissemination in the field tourism (Da Mota & Pickering, 2020).

Social media users have the capacity to upload information, stories, text, photos and audio and video files from their travels to social networking applications and websites and to share experiences, comments, thoughts, reviews, ratings and suggestions on these networks (J. Chen et al., 2022); The impact of this consumer-generated content phenomenon on hospitality and tourism has been widely researched (Siegel et al., 2023). Millennial generation companies and strategies strive to provide effective, innovative and efficient decisions than those provided by their competitors (Palazzo et al., 2021).

Recognition of the importance of social media for the tourism sector has increased with the growth and diversification of related applications on both the supply and demand sides (Nave et al., 2021). On the supply side, content shared on social media has become a source of information for destination management organizations and businesses, helping them manage,

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

produce and plan marketing (Arica et al., 2022). At the request of the side, tourists use social media in two ways. First, tourists look for objective and reliable information to plan their trips and holidays using content on social media platforms as a source of information for them to form preferences and make decisions (Bilgili & Koc, 2021). Self-actualization is defined as people with control orientation traits, reflecting a partial focus on gaining appreciation or praise from others, having lower self-actualization and more self-consciousness and public hostility. Yuan et al., (2022), Subjective experience creates the impression of self-actualization when someone has traveled on a pleasant tour through photos or videos that they have. This correlation strengthens the impression that a person's level of self-actualization is not just a result. Here narcissism is present, self-actualization may reduce narcissism which in turn tends to increase happiness with life and Subjective well-being (Fabian, 2020). It clearly states that self-actualization, Happiness and Narcissism are related to each other.

Travelers form their travel preferences and make decisions based on information provided by businesses and other tourists. At this point, participant sharing can be a determining factor (Gleig, 2020). Second, tourists can use social media to share information, videos and photos of their travel experiences both in real time during the trip and also after returning from the trip (Liu et al., 2020). At these posts, tourists can share their feelings, thoughts and dreams about their trip (Hysa et al., 2022).

Not all tourists show the same level of engagement and use of social media (Wong et al., 2020). So et al., (2021) determined that most of the information generated by tourists on social media is generated by a small number of users. Most social media users review and read posts but do not post the information themselves (Bonilla-Quijada et al., 2021). Although most tourists search for information on social media during their trip planning, they do less content and information sharing after their trip (Harrigan et al., 2017). The differences between research and traveler social media sharing have led researchers to examine the components and behaviors that lead tourists to post on social media (Huerta-Álvarez et al., 2020).

In service marketing, consumers are the ones who tend to assess service quality, they assess it by comparing what they receive with what they expect. A company can achieve a good reputation if the quality of its service always meets the expectations of consumers or passengers. The travel industry can no longer rely on walk-in service to reserve tickets and choose tour packages, everything has changed with digital. "The more digital, the more professional, the more digital, the more global". So anyone who uses the youth public community is the one who has the potential to gain the future market. Changes in the behavior of teenagers who are now more independent and individual (Buwalda et al., 2011)

Several factors have been identified regarding tourists' tendency to share their experiences on social media (Giles-Corti et al., 2009). Research has found that several types of behavior on social media are closely related to various demographic variables (Story et al., 2002). Furthermore, results show that the importance attached to sharing content (Osmundsen et al., 2021) impacts their propensity to share content via social media as well as their perceptions of sharing facilitators (Tafesse & Wood, 2021).

Although there are studies in the literature explaining the factors underlying social media sharing tendencies (Hamari et al., 2016), few researchers have studied the factors driving social media sharing tendencies using holistic evaluation methods (Saxton & Waters, 2014). Additionally, little is known about how important it is for users to share content in collaboration with facilitators and inhibitors. For this reason, this research succeeded in determining the factors that influence tourists' tendency to share their travel experiences on social media

According to Berger & Milkman, (2012), consumers are now increasingly mobile, personal and interactive and this is becoming a digital nature, namely becoming more digital, more personal. The understanding of borderless tourism or tourism without borders has made distances narrower, bilateral relations between countries have become easier and faster. Digital technology with sophisticated features encourages individuals to become increasingly professional in understanding consumer behavior ((Kim et al., 2022). The digital era has an influence on teenagers' behavior in using handsets and gadgets which seem to be a primary need so that they have the opportunity to become the biggest business opportunity, (Srivastava & Bag, 2024). with social exchange theory, social capital theory, flow theory (Kotler et al., 2021), self-image congruence and regret (Saxton & Waters, 2014), and motivation theory (Anderman, 2020) to examine the factors of need fulfillment validation of self-actualization or narcissism in the development of consumer behavior of tour and travel service users. This study is related to user attitudes and cognition, without considering emotional and social factors. Therefore, this research takes the perspective of tour and travel service companies in fulfilling services through behavior consumer self-actualization or narcissism and adopts Maslow's hierarchy of needs framework to capture motivational intentions (Pincus, 2023). Determining a systematic classification of social media user motivation based on Maslow's hierarchy of needs; based on the proposed motivational classification to better explain the perspective of self-actualization or narcissism

Researchers believe that the findings of this research can provide insight for tour and travel service companies to:
1. Validate consumers' self-actualization or narcissism needs through satisfying social media services and using social media
2. Make a social media platform to support their operational needs and provide online services.

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

II. THEORITICAL REVIEW

The 4Ps Of Commercial Marketing And The 7Ps Of Service Design

The marketing mix includes the 4Ps used to design real offerings and the 7Ps for service design. 4P and & 7P are an integral part of a company's marketing strategy (Caliskan et al., 2021). However, there is a surge in consumers who, instead of looking for goods, are looking for experiences that occur in hybrid environments, namely phygital environments. Combining physical and digital features as well as the spread of technology and environmental changes have pushed companies to reconsider their marketing practices by moving from a product-centric approach to a more experience-centric way of thinking and acting. As a result, these changes in the market have affected consumers, companies, stakeholders, and, in turn, the marketing mix. This shift has led to the emergence of the 'experiential marketing mix'. The experiential marketing mix is the strategic framework at the core of the experiential marketing movement. The main element in designing a social marketing program is the marketing mix (Chou et al., 2020). The social marketing mix is based on the commercial marketing mix, which by essential definition consists of product, price, place and promotion (Othman et al., 2020). Marketing mix has been defined as the mixture of controlled marketing variables that a company uses to achieve the desired level of sales in target markets" (Das et al., 2021). Despite the continued popularity of the marketing mix in modern marketing textbooks, the 4Ps have often come under criticism from various leading marketing scholars over time (Rana et al., 2021). In particular, a large amount of criticism was received in the 1970s regarding the inadequacy of the 4Ps (Wichmann et al., 2022), and scholars tried to add more substance to the definition. by illustrating these alternative 4P classifications, definitions and terminology. However, despite initial criticism, the transformed 4P concept does not seem to "compete with the explanatory power and comprehensiveness of the 4P paradigm" (Farida & Setiawan, 2022). Wichmann et al., (2022) even concluded that the 4Ps are "powerful enough for contemporary marketing applications", and that The 4Ps were as valuable to professors, students, and managers in the 1990s as they were in the 1960s". Canbay & Akman, (2023) redefined them as exchange interaction relationships that occur with customers as part of a relationship driven by total quality. The 4Ps redefined by Ramadan et al., (2021) incorporate exchange theory, a key concept defining domain marketing (Avery, 2020), and especially social marketing.

Maslow's Hierarchy of Needs Theory

An individual has a hierarchy of motivational needs (Crandall et al., 2020). The most basic needs are physiological, including the need to eat and sleep. The next level is security needs, including security and stability needs. At level three, we find the needs for belonging and love which are also called social needs, including love, being loved, and belonging. At level four, we discover the need for self-esteem, including achievement, appreciation and recognition from others. Maslow believed that the highest level of needs is the need for self-actualization, which refers to people's aspirations to achieve self-fulfillment and realize their potential. Desmet & Fokkinga, (2020) reviewed Maslow's hierarchy of needs theory and related research and proposed that pleasure stimulation is one of the ten most basic human needs. Arousal-pleasure refers to "the feeling that you are getting a lot of pleasure and enjoyment rather than feeling bored and depressed stimulated by life"(Abbas, 2020). Happiness has two conceptions (namely hedonia and eudaimonia) (Delle Fave, 2020). Happiness is achieved through the pursuit of pleasure, enjoyment, and comfort in the hedonic view and through efforts to use or develop the best in oneself in the eudaimonic view (Pancheva et al., 2021). Additionally, eudaimonia also refers to the feeling of moving towards self-realization (Lomas & VanderWeele, 2023) and similarly to self-actualization related to more frequent experiences (Demeter et al., 2023).

Maslow's hierarchy of needs theory has been studied and adopted to build motivation for using social media. (Crandall et al., 2020) presented a motivational sequence model based on this hierarchy to identify factors influencing the intention to revisit e-commerce websites. In addition, there are other studies that focus on exploring antecedents based on Maslow's hierarchy of needs. Abbas, (2020) adopted a hierarchy to determine the antecedents of perceived usefulness in individual adoption. Crandall et al., (2020) incorporated broader human needs by integrating Maslow's hierarchy of needs to build a richer conceptualization of perceived usefulness.

User Generated Content

User-generated content is defined as all media formats, such as text, images, audio and video materials, posted by online contributors to blogs, wikis, social networking sites and forums as well as feedback and review sharing websites (Jog, 2024). In other words, it includes any digital content that users of any type of social media platform or website voluntarily create and post online and has the same persuasive effect as a professionally published news item (Iljadica, 2020). With the emergence of social media platforms and access to review sharing websites, it has become possible for people to self-publish content that will be available to millions of others (Santos, 2022). Although only a small portion of social media users actually create user-generated content, many other users are exposed to this content, which may influence purchase/decision intentions and evaluative characteristics. user-generated content is more effective in acquiring new customers than traditional advertising (Nusairat et al.,

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

2021). Content creators also serve as meta voicers (in reacting online to others' presence, profiles, content, and activities) and disseminators because they create large sets of structured and unstructured data that advertisers can analyze to understand relevance and customer preferences (Zhao et al., 2022). UGC also plays an important role in online marketing helping customers make better informed purchases, building brand awareness, increasing product acceptance and lowering the risks involved in consumption (Lu et al., 2020).

This form of electronic word-of-mouth communication can help businesses increase online engagement with customers, identify strengths and weaknesses, improve services and products and handle complaints more quickly and efficiently (Mathur et al., 2022). While user-generated content is a cheap and easy way to reach a large online customer base, there are some pitfalls. One of the major drawbacks of the increasing volume of user-generated content is that the content often includes copyrighted material, and copyright owners are often concerned about the potential use of their work without financial reimbursement (S. G. Li et al., 2021). Additionally, user-generated content may be subject to bias from users posting subjective opinions online reporting. Although user-generated content helps create a sense of trust and authenticity among social media users, declining levels of trust in online media and the possible low quality of shared content require careful attention (Santos, 2022).

Social Media as a Site for Sharing User Generated Content

Social media is defined as a group of internet-based applications that are built on the ideology and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content (Kar, 2021). Marketers and advertisers are quickly starting to use social media as an alternative to integrated marketing communications to promote their services and products, reach new target markets and strengthen their relationships with their audiences, which includes encouraging their customers to share content to their online social networks. This virtual communication method also facilitates sharing of customers' personal reviews, experiences and complaints online with suppliers and thousands of other customers (Oliveira et al., 2020). New customers seek other users' opinions about services and products as a more objective source of information, and social media marketing has been found to have a significant positive impact on customer choice and purchase intentions (Donthu et al., 2021). Ebrahim, (2020) found that the strongest motivation behind individuals' intentions to share news in Social Media was to inform the intended recipient, followed by socialization and status seeking. (Nabity-Grover et al., 2020) found that the main factors influencing information sharing on social media among students were positive social outcome expectations, individual factors, such as information self-efficacy and shared feelings of enjoyment. Social Media users identify content sharing with self-presentation and social interaction (Oliveira et al., 2020).

Service Users Share Travel Experiences on Social Media.

Social media is starting to influence travelers during the pre-travel decision-making process, such as when researching information about destinations, attractions and flights. During travel, travelers may refer to updating local news on social media to make or change travel plans and plans (Pop et al., 2022). Once the trip is complete, they may share travel experiences, videos and photos reflecting the experience on social media and review websites. Using advances in mobile technology, such as smartphones, tablets/computers, and smartwatches, travelers can share live content and interact with others while traveling and can document their experiences to revisit later. They may feel more present when observing and documenting this content on social media, which can inspire others to travel and explore (Onofrei et al., 2022). F. Li et al., (2024) showed that social media plays an important role in travel planning of travel experience sharing on social media, especially information seeking behavior and post-trip experience sharing. For example, they found that the more frequently prospective travelers used Facebook, the more likely they were to read travel sections in e-newspapers, ask for advice and share their travel experiences in online communities.

Chu et al., (2020) stated that service users play the most important role when sharing information which creates altruistic motivation and is related to the community. Oliveira et al., (2020) found that service users as the main facilitators of sharing online travel experiences are altruistic motivation, personal fulfillment and self-actualization and perceived enjoyment. They also found that internalization was the most significant construct for explaining perceived enjoyment, the most important factor for explaining actual shared travel experiences. People also tend to share their experiences online to maintain social contact and friendship and to help other travelers (Oliveira et al., 2020). According to Dedeoğlu et al., (2020), the factors that influence tourists to share travel experiences on social media are enjoyment, exerting collective power over the company, releasing negative feelings, concern for other customers, helping the company, expressing positive feelings and self-improvement. Kar, (2021) showed that people who are more extroverted and open to experience tend to use social media more. Social media allows travelers to engage in synchronous and asynchronous chat, share photos, reach a wide audience instantly, store and replicate digital content, easily access other user-generated content online, while encouraging a high level of interactivity and

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

participation among users (Pop et al., 2022). Additionally, sharing travel experiences on social media can help overcome perceived biases against different cultures or countries (F. Li et al., 2024).

Use and Satisfaction

Uses and gratifications is a media use paradigm that focuses on media use and choice (Raza et al., 2020). Uses and gratifications explain why people choose a specific medium over alternative communication media and describe the needs that motivate people to use a particular medium (Liang et al., 2020), to meet friends and seek information. Similarly, Jarman et al., (2021) identified six reasons for using social media based on the uses and gratifications paradigm: entertainment, self-expression, professional advancement, spending time, communication with family and friends, and trends. de Oliveira Santini et al., (2020) suggested the main motive for using the most popular social media as personal identity. Among these motives, social interaction was found to be the clearest reason for using social media. Valkenburg, (2022) reviewed studies on motivations for social media use and concluded three main areas of motivation. These areas are content-oriented motivation (i.e. functional value and hedonic value), relationship-oriented motivation (i.e. social interaction value and brand interaction value), and self-oriented motivation (i.e. self-concept value). Likewise, activities on social media, namely connecting with friends, self-expression, seeking emotional support, and seeking pleasure can cause subjective happiness and make users more immersed in using social media (Sun & Zhang, 2021). Dunas & Vartanov, (2020) also found that social media use can result in higher levels of happiness.

Identifying the motivational determinants and evaluating the perceived value of social media, because values and needs both play a role in perceptual judgments (Orji et al., 2020), this study takes a different focus by examining users' needs to gain a deeper understanding of social media. social media motivation. Researchers believe that social needs (i.e. social interaction and seeking emotional support needs) and self-actualization needs (i.e. self-expression and happiness including hedonic and eudaimonic needs) are the two main areas that require the attention of service companies to fulfill.

III. RESEARCH METHODS

This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:
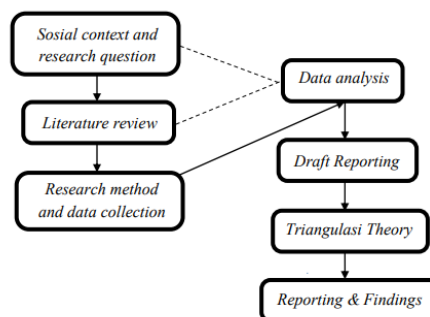
Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Method Research locus

Research in determining the research location uses a purposive area technique, namely a location that is deliberately chosen from the start with considerations that are appropriate to the research to be carried out by the researcher. This research is located in an East Java tour & travel company. The researcher's consideration in choosing East Java as the research location was because the selection took into account the number of flying hours and professionalism as well as the media updates that had been carried out, the research object was very dynamic.

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

Time of Research

The research was conducted at an East Java tour & travel company. This research will start on March 1, 2023 until this research is completed

Research Locus

This research uses the owner's website to dig up information about business units and marketing targets at the Tour & Travel Company. Meanwhile, researchers conducted research on all selected owners and the executive marketing team to dig up information on the marketing strategies implemented by the Tour & Travel Company.

Informant Determination Technique

Purposive snowball sampling was used in this research. Purposive sampling is an approach to sampling data sources with certain considerations (Baltes & Ralph, 2022). Regarding research techniques for determining informants, there are two types of informants used, namely primary informants and secondary informants. The informants determined in this study used purposive sampling followed by snowball sampling. Purposive sampling is a way of sampling data sources with certain considerations. Snowball sampling is a technique for sampling data sources, initially with a small amount, but over time it becomes large.

Data Collection Technique

To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques. The determination of key informants was based on the results of descriptive observations carried out by researchers, so that the owner was appointed as the key informant because of his strong influence in the tour and travel marketing strategy division and also as the most senior informant who was considered to understand the company, especially the marketing division, very well and was in control of the marketing division. which helps managers control each team in the marketing division to achieve common goals and of course better understand the situation and conditions and characteristics of the company's environment. Informants do not only come from those who control company divisions, informants who are owners are also needed to know the real situation and conditions in the field when implementing the strategies of those who control the company. The main informants in this research are as follows:

Informants and Implementation of Data Collection

No	Name	Gender	Age	Position	Interview Date	Duration		
1	SAP	Male	28	Owner PT. APT	05 Mei 2023	270	minutes	40
2	TB	Male	25	Owner PT. PA	09 Mei 2023	450	minutes	10
3	PU	Male	32	Owner PT. GC	25 Juni 2023	180	minutes	30
4	KL	Male	31	Owner PT. JJB	10 Agustus 2023	250	minutes	10
5	PI	Male	28	Owner PT. U	15 Agustut 2023	190	minutes	30
6	MM	Male	27	Owner PT. LB	20 September	310	minutes	10
7	BG	Male	30	Owner PT. WT	25 Sepgember	220	minutes	40
8	TR	Male	28	Owner PT. PT	15 Oktober 2023	280	minutes	25
9	LG	Male	34	Owner PT. A	20 Oktober 2023	300	minutes	15
10	RR	Male	23	Owner PT. RTT	19 Nopember	230	minutes	20

Source : *in-depth interview* (2023)

Triangulation

Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021).

IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:
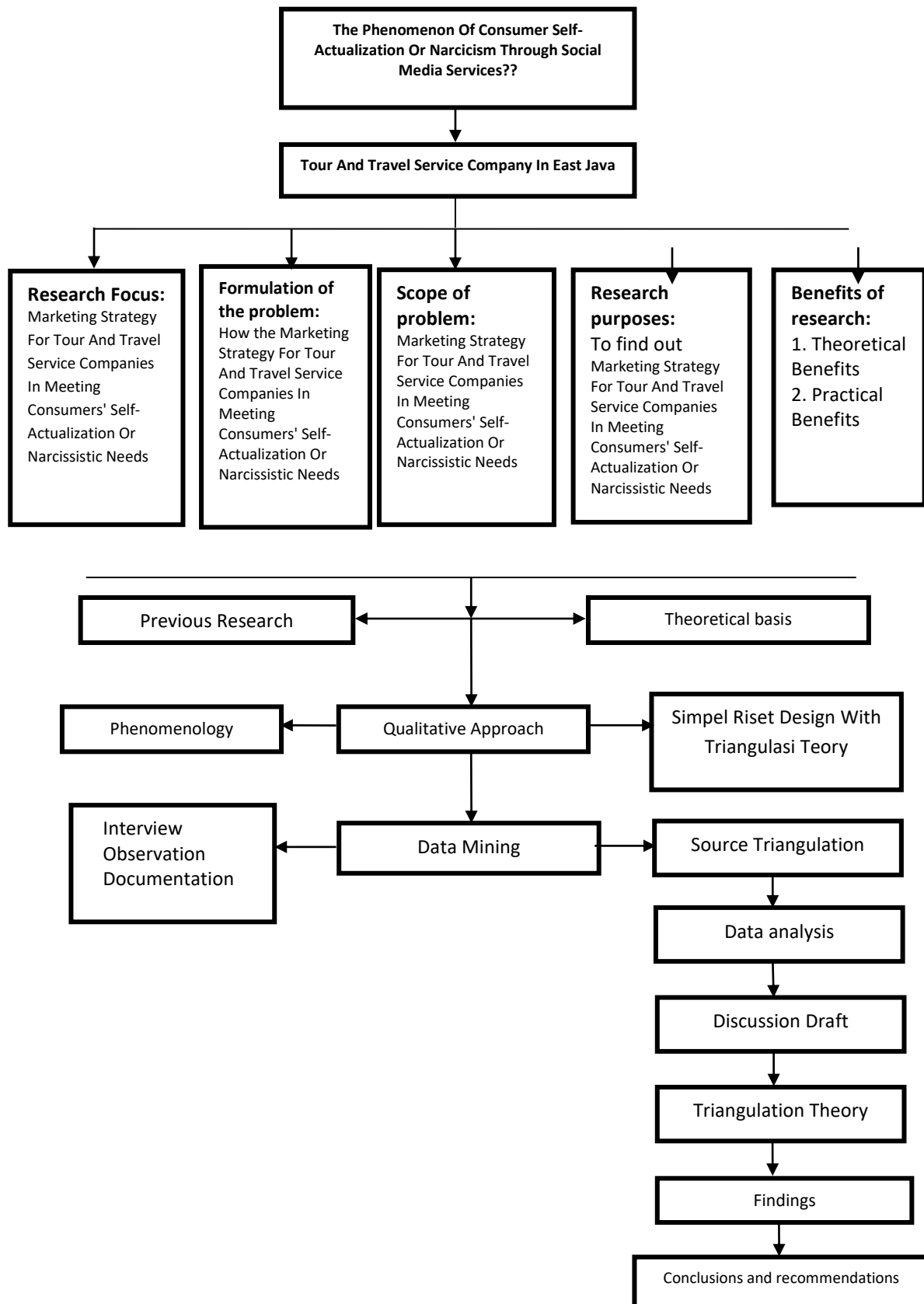
1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

4. Proposition Formation Process.

Research Line of Thought

The framework of this research can be described as follows:

```
                    ┌─────────────────────────────────────┐
                    │ The Phenomenon Of Consumer Self-    │
                    │ Actualization Or Narcicism Through  │
                    │ Social Media Services??              │
                    └─────────────────────────────────────┘
                                     │
                    ┌─────────────────────────────────────┐
                    │ Tour And Travel Service Company In  │
                    │ East Java                            │
                    └─────────────────────────────────────┘
```

Research Focus:	Formulation of the problem:	Scope of problem:	Research purposes:	Benefits of research:
Marketing Strategy For Tour And Travel Service Companies In Meeting Consumers' Self-Actualization Or Narcissistic Needs	How the Marketing Strategy For Tour And Travel Service Companies In Meeting Consumers' Self-Actualization Or Narcissistic Needs	Marketing Strategy For Tour And Travel Service Companies In Meeting Consumers' Self-Actualization Or Narcissistic Needs	To find out Marketing Strategy For Tour And Travel Service Companies In Meeting Consumers' Self-Actualization Or Narcissistic Needs	1. Theoretical Benefits 2. Practical Benefits

```
   ┌──────────────────┐         ┌──────────────────┐
   │ Previous Research│◄───────►│ Theoretical basis│
   └──────────────────┘         └──────────────────┘
                          │
   ┌──────────────┐   ┌──────────────────┐   ┌─────────────────────┐
   │ Phenomenology│◄──│ Qualitative      │──►│ Simpel Riset Design │
   └──────────────┘   │ Approach         │   │ With Triangulasi    │
                      └──────────────────┘   │ Teory               │
                              │              └─────────────────────┘
   ┌──────────────┐   ┌──────────────────┐   ┌─────────────────────┐
   │ Interview    │◄──│ Data Mining      │──►│ Source Triangulation│
   │ Observation  │   └──────────────────┘   └─────────────────────┘
   │ Documentation│                                   │
   └──────────────┘                          ┌─────────────────────┐
                                             │ Data analysis       │
                                             └─────────────────────┘
                                                      │
                                             ┌─────────────────────┐
                                             │ Discussion Draft    │
                                             └─────────────────────┘
                                                      │
                                             ┌─────────────────────┐
                                             │ Triangulation Theory│
                                             └─────────────────────┘
                                                      │
                                             ┌─────────────────────┐
                                             │ Findings            │
                                             └─────────────────────┘
                                                      │
                                             ┌─────────────────────┐
                                             │ Conclusions and     │
                                             │ recommendations     │
                                             └─────────────────────┘
```

Source: Researcher, (2024)

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

V. RESULTS AND DISCUSSION
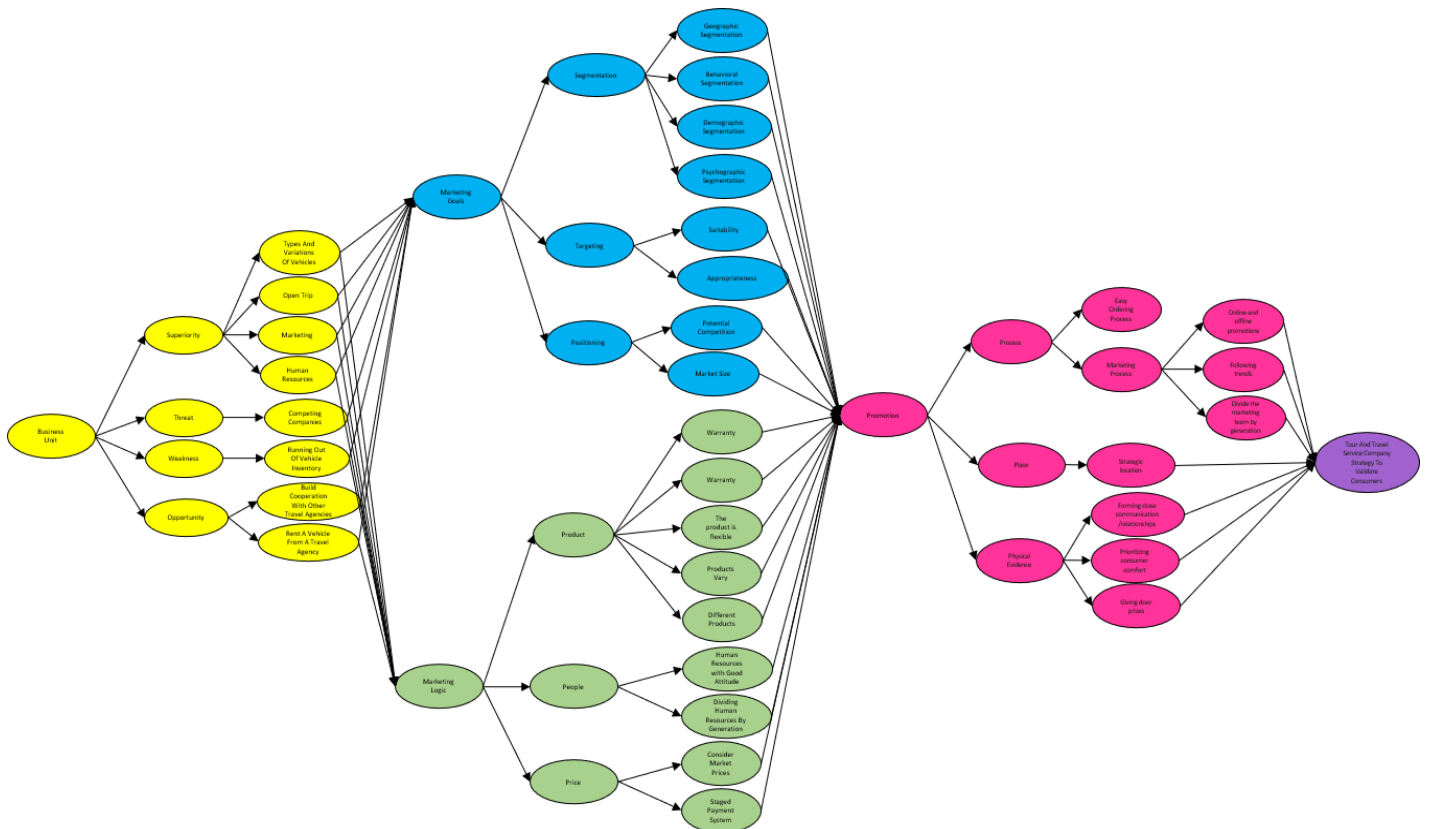
Source: Research proposition, 2024

BUSINESS UNIT

A business unit is a logical element or segment of a company that represents a specific business function. Business unit strategy is usually called a competitive strategy which focuses on improving the competitive position of the company's products or services in certain market segments. Before improving its competitive position, every company must know how to analyze its business to develop its business and anticipate competitors. To analyze this business, a SWOT analysis is needed. SWOT analysis is a strategy formulation tool that analyzes and identifies various factors systematically to formulate a company strategy based on logic that can maximize strengths, opportunities, but simultaneously minimize weaknesses and threats.

STRENGTH

"The advantage is that we offer various types and variations of vehicles. Second, there is an open trip which is held every week. "The third is marketing and HR as I explained earlier." (SAP, 2023)

The advantages that Tour & Travel has are providing types and variations of vehicles, holding open trips every week, and unique marketing techniques as well as friendly and conditional human resources. With these various advantages, many consumers are interested.

WEAKNESS

"The problem being complained about is the problem of running out of vehicle inventory. "Usually during work holidays or school holidays many orders come in on the same day and time so that the vehicle inventory in the warehouse is empty" (TB, 2023)

The weakness of Tour & Travel is the unavailability of vehicles in the warehouse during holidays. On holidays, many orders come in on the same day and time, so the vehicle inventory in the warehouse is empty.

OPPORTUNITY

"The plan is to build cooperation with other travel agencies so that if this problem occurs, we can rent vehicles from other travel agencies at low prices." (PU, 2023)

Tour & Travel is planning opportunities, namely building collaborations with other travel agencies. With this opportunity Tour & Travel hopes to be able to rent vehicles at low prices to nanticipate if the vehicle inventory runs out in the warehouse.

THREATS

"Certainly a competing company. "Because we sometimes run out of vehicle inventory, consumers will definitely look for other available travel agencies." (KL, 2023)

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

The threat to Tour & Travel is competing companies. Due to Tour & Travel's limitations regarding empty vehicle inventory during holidays, consumers run to travel agencies from other companies.

MARKETING GOALS

Marketing objectives are a measure of the quantity of what an organization sells (product) and to whom it sells. The company's goals are none other than the purpose for which the company was founded.

SEGMENTING

> *"The segmentation we do is everything from geographic, demographic, psychographic and behavioral segmentation." (PI, 2023).*

The existence of market segmentation is very necessary for parties who will carry out marketing activities. According to Çınar et al., (2020) market segmentation is the division of the market into small groups of buyers with different needs, characteristics or behavior that require separate products or marketing mixes. Market segmentation is carried out for classifying people (heterogeneous) who have similar characteristics (homogeneous) into several segments.

> *"….Because these four segments are very representative. For example, geographical segmentation or automatic regional level, not all regions can be covered, for example for travel services bureaus, therefore only geographical segments of the surrounding area." (MM, 2023)*

> *"….Then demographic segmentation, based on income, namely people whose economic level is middle to upper. If we talk about genitals, everything is possible...no problem. Education is like that too. Then if we talk about age, well of course it's a mature age. Then psychographic segmentation, well we focus more on lifestyle, namely the lifestyle of following trends and everything that goes viral. "And behavioral segmentation, we are more focused on consumer responses, whether consumers are happy with the service from our crew." (BG, 2022).*

DETERMINATION OF MARKET SEGMENTS BY TOUR & TRAVEL IS BASED ON SEVERAL SEGMENTS.

First, the geographic segment of the target area is used as a benchmark for the company in making sales. Because of the Tour & Travel is a company in the travel agency sector located in the area. So the geographical segment of the Tour & Travel area. However, Tour & Travel also holds Open Trips which are attended by young people other than children, therefore the open trip pick-up points are not only carried out in areas but rather at several pick-up points depending on the destination of the trip. So that the geographical segment of Tour & Travel can expand not only.

Second, demographic segmentation, namely market segments that divide the market into several groups based on variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality and social class. Tours & Travels provides various types and variations of vehicles. This is to overcome differences in the desires and abilities of potential consumers. For example: judging from the size of the family, if the number of families traveling is small, they will order a car or small bus, and if the family is large, they will order a bus.

Third, the basis of the Tour & Travel market segment is psychographic segmentation where the market is grouped into psychological/personality traits, lifestyle or values. For example, potential consumers based on their social class, if they are traveling from a group of socialites, they will choose a premium vehicle with complete facilities and good service. Meanwhile, those traveling from middle class groups will choose ordinary vehicles that are important for them to be able to use to travel.

Fourth, behavioral segmentation divides buyers into groups based on knowledge, attitudes, use, or response to a product. Tour & Travel divides its employees based on generation of birth. By dividing into generation X crew and generation Z crew, Tour & Travel can find out the attitudes, use or response of potential consumers to a product.

> *"….For the response, we return to the pattern of determination. The pattern of determination that we carry out is based on homogeneous preferences where we only offer one type of service but are still diverse and have several types tailored to consumer needs. For example, generation X uses word of mouth marketing where many parents trust recommendations from family, friends and neighbors. Meanwhile, generation Z crews do more marketing via social media because young people spend more time playing social media by looking at things that are viral and current trends…"(TR, 2023)*

> *"So to overcome changing market responses, we have a crew from generation Z who carries out marketing following trends, and we also have a crew from generation X to carry out traditional marketing." (LG, 2023).*

To handle changing market segments, set a pattern in the marketing department. For example, among young people who seek more knowledge through the use of social media and seek more needs through social media, generation Z marketing is carried out through social media. Meanwhile, generation In this way, to overcome changing market responses, Tour & Travel has a crew from generation Z who carries out marketing following trends, and we also have a crew from generation X to carry out traditional marketing.

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

TARGETING

Determining the target market is based on predetermined market segmentation. Khandelwal et al., (2020) say that targeting is evaluating each market segment's attractiveness and selecting one or more market segments to enter. Tour & Travel's targets are:

> *"…The target market is people who will travel. "both school children and groups of organizations conducting study tours, young people, mothers and fathers who make group visits to places such as pilgrimages, tours, wedding visits and visits to family outside the city….." (RR, 2023).*

> *"…..Yes, because Tour & Travel, before identifying a market segment as a target market, considers three things, namely: determining market size, looking at potential competition, and analyzing suitability and feasibility….."*
> *(SAP, 2023).*

The size of current market potential refers to the size of the market segment which determines the level of demand. The larger the market segment, the higher the demand. Conversely, the lower the market segment, the lower the demand that arises. Tour & Travel targets people or groups of people (groups) who will travel as a market segment from all walks of life. Potential competition refers to the potential for different market competition in each company where the company must face this competition. Most of the competitors in travel agencies are in the regions and on average travel agencies use the same prices as Tour & Travel. However, even so, Tour & Travel guarantees the quality of the vehicles and the quality of service and facilities that are different from competing companies.

Suitability and feasibility refer to marketers' demands to be able to assess the suitability between resources, overall goals, and the company's competitive advantage. Based on the company's limited resources, companies also tend to limit orders to consumers who are far from their location. Because Tour & Travel is a travel agency where the driver picks up passengers and takes them to their destination. This does not allow Tour & Travel to accept consumers who are far from outside the city. Except for open trips which accept pick-ups in several areas outside the city depending on the travel route you are going to.

POSITIONING

Positioning in marketing is one of the things that is considered important. Casas-Rosal et al., (2023) positioning refers to the action of differentiation of a brand in the minds of consumers towards products or services that exceed competitors in the benefits offered by that brand.

> *"……want to be a market leader or market leader. Therefore, we position our services as a travel agency service with a brand that follows lifestyle/trends. With premium/elite vehicles with stylish models, and providing various types of vehicles and various car brands according to market demand so that they can be reached by all groups. And of course our service prioritizes comfort and safety when driving………." (PI, 2023).*

This refers to how a product or service gains a place in consumers' minds compared to competing products or services. Tour & Travel follows lifestyle/trends. With premium/elite vehicles with stylish models, as well as providing various types of vehicles and various car brands so that they can be reached by all groups, as the aim is to ensure that the services are remembered by consumers.

> *"……..The positioning strategy we use is based on competitors. What differentiates it from competing services is the marketing aspect, how do we attract consumers to use our services, Generation X does its marketing offline, while Generation Z does its marketing via social media. What stands out the most is the open trip which is held every Sunday……" (KL, 2023).*

The services offered by Tour & Travel have a marketing and service method that is different from the marketing method of competing travel agencies, where the marketing method uses open trips which are held every week. This is different from competitors, most of which still use marketing methods, waiting for consumers to just order their vehicles. This service differentiation is carried out so that consumers can position Tour & Travel services in their minds compared to competing products.

PRODUCT AND SERVICE MARKETING LOGIC

Products have an important role in creating company profits and profits. Products are an important element in the ongoing marketing activities of a company. Product is the sum of the physical and psychological satisfaction that buyers enjoy with a product.

> *"…Tourist travel agency in the form of student, family, comparative study packages for official or agency, open trips, study tours for students and vehicle rentals so that the goal is for all groups……"(MM, 2023).*

> *"Because the company is in the service sector, Tour & Travel offers its products based on variety and quality. Already, Tour & Travel offers various types of vehicles ranging from cars, small buses and large buses. And of these vehicles, there are several types that we offer..." (PU, 2023)*

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

> *"...... the quality of the vehicles we offer is good in terms of vehicle performance, engine and design. And Travel & Tour also offers its products flexibly by implementing a guarantee system. The guarantee is intended for open trip participants. If you don't join the open trip, however If you have paid in full then only 25% will be deducted and the remainder will be refunded for the open trip payment..." (TB, 2023).*

The products or services produced by Tour & Travel are tourism travel agency services and car and bus rentals.

Tourist travel agency in the form of student, family, comparative study packages for official or institutional services, open trips, study tours and vehicle rentals for students so that the goal is for all groups. Tour & Travel emphasizes its products on the variety and quality of vehicles. Tour & Travel offers a garage system for open trip service users.

PRICE

Pricing is very important in carrying out a marketing strategy. Price in a broad sense is the sum of all the values given by customers to gain benefits from having a product or service (Ameen et al., 2021).

> *"......the selling price follows the market price, almost the same as other travel agencies, oriented to the destination, type of car, and length of rental... What is different is the payment system. for a down payment of 50%, the second payment of 45% is made before the trip, for the third payment of 5% is made after the trip..." (BG, 2023).*

Tour & Travel has used several methods for its development (Akkaya, 2021). The purpose of pricing by the Tour & Travel is oriented to the destination, type of car variety and rental length. Tour & Travel payments are made in stages. This is in accordance with Tjiptono's theory which states that there are four objectives for setting prices, namely profit-oriented objectives, volume-oriented objectives, image-oriented objectives, and also price stabilization objectives. A high level of sales volume is what the company is pursuing.

Tour & Travel does not focus on high profits but rather on the number of incoming orders.

> *".....Discounts are usually given for vehicle rentals with more than 3 vehicles. If consumers rent more than 3 vehicles, they can get a 5% discount. "For open trips, a 10% discount is usually given for the first registrant or for consumers who book an open trip for at least 3 people..." (RR, 2023).*

Apart from payments being made in stages, a discount system is also implemented. Discounts are given for vehicle rentals with more than 3 vehicles and the first open trip registrant or for consumers who book an open trip for at least 3 people.

PEOPLE

van Riel et al., (2021) states that people are all actors who play a role in presenting services so that they can influence buyers' perceptions. The elements of the population are company customers, consumers and other consumers in the service environment. Customers often judge the services they receive based on their assessment of the people who provide the services.

> *"......what is certain and the most important thing is a good attitude, and having a nature of solidarity with fellow employees and loyalty to the company..." (TR, 2023).*

The company's human resources determine the quality of the company's products because they are the ones who make and deliver the products to consumers. For travel agency businesses, marketing ability is a value that must be possessed by employees, especially the marketing department. Knowledge of how to market requires teamwork and a good attitude. With good cooperation between employees and individual employees who prioritize honesty, they can achieve company goals easily. Therefore, Tour & Travel upholds honesty and solidarity for every employee to develop their business. Even though Tour & Travel divides its employees into two crews, this does not reduce the level of solidarity and honesty of each employee. This can be seen by Tour & Travel employees, if one of the employees is sick or unable to carry out their work duties, there are other employees who are willing and ready to help in their place.

PROMOTION

PLACE

The location strategy is related to determining the number of intermediaries used to facilitate the distribution of goods from producers to consumers (Z. Chen et al., 2020). Distribution channels are a network of organizations that carry out functions that link producers and customers.

> *".....if the location is easy to reach and easy to find. I think it's right. The location issue is not too important because this is a tourism travel agency company, it does not require consumers to come to the location..." (PU, 2023)*

> *"....... Travel & Tour should go to the consumer's location to pick up consumers who are at the specified point and go to their destination. The important thing is that the office area is sufficient for carrying out transactions and storing files. Meanwhile, the warehouse area is sufficient for parking. just vehicle supplies....." (KL, 2023).*

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

Tour & Travel does not worry about location issues because tourism travel agencies do not require consumers to come to the location. However, the Tour & Travel party who goes to the consumer's location picks up consumers who are at the specified point and goes to their destination. More emphasis on office area and warehouse area rather than location points.

PROCESS

Wu et al., (2020) is that the process is all the actual procedures, mechanisms and activity flows used to deliver the product. This process element means the company's efforts to carry out and carry out activities to meet customer or consumer needs.

> *".....for orders, you can via Instagram DM, inbox via Facebook, and WA as well as telephone or SMS Tour & Travel. Meanwhile, for the offline ordering mechanism, you can come directly to the office. Meanwhile, for open trips, you can check directly on Instagram. For open trips and reservations for school children's study tours, there are usually door prizes and travel documentation for tour participants during the trip…. " (KL, 2023).*

Processes are usually synonymous with time coefficients and levels of ease. Customers in general always want a fast and uncomplicated process. To make a reservation at Tour & Travel, you can come directly to the Tour & Travel office. If you don't have time to come to the office, you can contact Instagram, Facebook and WhatsApp who will respond quickly and the process is not complicated. The promotion process is important in marketing products. Promotion also plays a role in determining the success of a product marketed by Tour & Travel. Good quality service and complete facilities will of course be in vain if you don't implement a promotional strategy. There are various promotional media, namely television, brochures, banners, web, and so on.

> *".....Promotion is carried out online and offline, for generation Meanwhile, for generation Z, through social media such as Instagram, WhatsApp and Facebook as well as holding open trips..." (PI, 2023).*

Promotions carried out by Tour & Travel are carried out using several methods, namely online and offline. In carrying out promotions, Tour & Travel is divided into two crews that carry out offline promotions and online promotions. Generation Meanwhile, for generation Z through social media such as Instagram, WhatsApp and Facebook as well as holding open trips.

> *".....there is no definite amount spent on marketing costs, there are only bonuses for employees if they succeed in attracting consumers to use our services...." (TR, 2023)*

Regarding marketing costs, Tour & Travel does not specify how much it costs per month. However, Tour & Travel gives bonuses to each of its employees able to attract consumers to use the services of Tour & Travel.

PHYSICAL EVIDENCE

Physical evidence is the environment, color, layout and additional facilities related to the appearance of a product/service offered (Selem et al., 2023). Tour & Travel is a travel agency that prioritizes customer service to achieve customer satisfaction. Consumer service in service marketing is seen more as the result of distribution and logistics activities where services are provided to consumers to achieve satisfaction. Customer service includes activities to provide time and place benefits including pre-transaction, transaction and post-transaction services.

> *"......the service provided must be the same as others, it must be friendly, prioritizing the 3S of smile, greeting, salutation. For customer comfort, more emphasis is placed on the facilities provided. For example, air-conditioned buses with air fresheners that are not unpleasant to avoid travel sickness, there are maids who can replace the driver if the driver is tired to avoid accidents, service the vehicle that will be used so that damage does not occur in the middle of the journey, and use a driver from the Generation X crew during the trip. The passengers are older people and use drivers from generation Z while the passengers are young people so that there are no hesitations in communicating during the trip..." (TR, 2023).*

Tour & Travel employees provide friendly service by prioritizing the 3S of smile, greeting and salutation. Meanwhile, for the convenience of Tour & Travel customers, the facilities provided are provided. Such as air-conditioned buses with air fresheners that are not pungent to avoid travel sickness, there are maids who can replace the driver if the driver is tired to avoid accidents, service the vehicle that will be used so that damage does not occur in the middle of the trip, and use a driver from the Generation The passengers are older people and use drivers from Generation Z while the passengers are young people so that there is no hesitation in communicating during the trip.

MARKETING STRATEGY

The marketing strategy steps implemented by Tour & Travel are:

Analyze business units by analyzing SWOT:

Strength (Strength):

1) Offering vehicles of various types and variations of vehicles.
2) Open trips held every week.
3) A marketing system that is capable of reaching a wide area

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

4) Human resources provide excellent service, prioritizing customers so that customers are comfortable and able to loyally use tour and travel services.

5) Wide access, in this case tour and travel already has many vehicle rental channels, hotels, restaurants and tourist destinations.

6) There is a guarantee/cash back and discount system

Weakness: running out of vehicle inventory. Usually during work holidays or school holidays many orders come in on the same day and time so that the vehicle inventory in the warehouse is empty.

Opportunities: building collaborations with other travel agencies.

Threats: Competitors

DETERMINING MARKETING GOALS

Segmentation:

1) Geographic segmentation: surrounding areas and Open Trip depending on the pick-up point, usually Mojokerto, Sidoarjo and Surabaya.

2) Demographic segmentation: from all walks of life.

3) Psychographic segmentation: namely lifestyle following trends and everything that goes viral.

4) Behavioral segmentation: service from the crew based on the consumer's condition so that the consumer feels happy.

Targeting: people who will travel

Positioning: A travel agency company that is a market leader

MARKETING LOGIC

a. Product: travel agency in the form of student, family, comparative study packages for official or agency, open trips, study tours and vehicle rentals for students so that the goal is for all groups.

b. Price: set according to market price, but there is a guarantee on the payment system

c. People: using workers from Generation X and Generation Z. Generation

PROMOTION

a. Place: strategic office location

b. Process: Easy booking process, during the trip, give door prizes and travel documentation to tour participants.

c. Physical evidence: friendly service, complete facilities, good vehicle quality, and contemporary vehicle design.

TRIANGULATION THEORY

Marketing Goals

Segmentation

Market Segmentation according to the results of interviews with Tour & Travel is as follows:

1. Geographic segmentation: surrounding areas and Open Trip areas of Mojokerto, Sidoarjo and Surabaya.

2. Demographic segmentation: from all walks of life. From people with a middle economic level to an upper economic level, both men and women, but if you are of age, you are of course a mature age.

3. Psychographic segmentation: namely the lifestyle of following trends and everything that goes viral.

4. Behavioral segmentation: service from the crew based on the consumer's condition so that the consumer feels happy.

According to research conducted by Dolnicar, (2022), the market segmentation implemented by Tour and travel is as follows:

1. Geographic segmentation: all schools in residency area.

2. Demographic segmentation: schools that need transportation services for tourism.

3. Psychographic segmentation: does not group the market based on social class from lower middle class to upper middle class.

4. Behavioral segmentation: our members adjust the level of service to each consumer's differences.

Targeting

The Target Market applied in Tour & Travel considers (1) the current market size and growth potential, (2) potential competition, and (3) suitability and feasibility. The target market for Tour & Travel is school children and groups of organizations conducting study tours, young people, mothers and fathers who make group visits to certain places.

Meanwhile, according to research conducted by Hajibaba et al., 2020), the target market for Tour Tourism is schools that conduct study tours, where the group does not differentiate the income of each school, but we serve according to needs.

Positioning

The results of the interview with Tour & Travel want to become a market leader, positioning it as a travel agency service with a brand that follows lifestyle/trends. With premium/elite vehicles with stylish models, and providing various types of vehicles and various car brands so that they can be reached by all groups. And of course our service prioritizes comfort and safety when driving.

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

Meanwhile, according to research conducted by Hajibaba et al., (2020), positioning is carried out by tours and travel by releasing or designing products according to market demand. Tour and travel does this by first studying the market by comparing other products. Tour & Travel's marketing target refers to Full Market Coverage, namely the company tries to serve all groups with the products they need. Tour & Travel believes that the size of the market segment determines the level of demand. The larger the market segment, the higher the demand. Conversely, the lower the market segment, the lower the demand that arises. Meanwhile, the marketing target carried out by Tour and Travel is Single Segment Concentration or a single segment. By concentrating on a single segment, the company hopes to be able to provide the best possible service to customers. The advantage that can be obtained by choosing a target market in a single segment is that Tour and Travel has a strong market position in the segment it enters.

Marketing Logic

Products

The results of the interview with Tour & Travel regarding the product strategy are as follows:

1. The products offered by travel agents include student, family, comparative study packages for official or institutional services, open trips, study tours and vehicle rentals for students so that the aim is for all groups.
2. Wide variety of vehicles.
3. Good vehicle quality in terms of vehicle performance, engine and design.
4. Offer a guarantee system.

Based on relevant research conducted by Liao & Chuang, (2020) on Tour & Travel, the marketing strategy used is: providing flexible tour packages, where the company provides a variety of destination choices that can be changed or adapted to consumer needs.

Price

Tour & Travel's pricing is oriented to the destination, type of car, and length of rental. What makes Tour & Travel payments different is that it is made in stages. This is done because there is tight competition so an accurate strategy is needed to win.

Price determination at Tour & Travel uses a pricing strategy while still considering the costs incurred by the company, and also uses an adjusted market price strategy, where the selling price is determined by looking at the prices set by competitors in the market. Apart from considering the costs and market conditions as well as the prices of Tour & Travel competitors in determining the pricing strategy, it is also in accordance with purchasing power or consumer demand (Gupta et al., 2021).

People

Tour & Travel upholds honesty and solidarity for every employee to develop their business. Because Tour & Travel divides its employees into two crews, namely the crew from generation X and the crew from generation Z, they are not divided and compete within one company but work together for one company. By fostering solidarity and honesty among Tour & Travel employees, if one of the employees is sick or unable to carry out their work duties, there are other employees who are willing and ready to help in their place. Dominique-Ferreira et al., (2022) Tour & Travel in recruiting employees looks for and selects people who are professional at work, responsible, good looking and experienced.

Promotion

Place

Tour & Travel does not worry about location issues because tourism travel agencies do not require consumers to come to the location (Othman et al., 2020). However, the Tour & Travel party who goes to the consumer's location picks up consumers who are at the specified point and goes to their destination. More emphasis on sufficient office space for administrative activities and sufficient warehouse space for parking vehicle inventory rather than the point of office location. The Tour & Travel location was chosen because the place is very strategic, close to the city center and closer to the target consumers, namely institutions, students and college students.

Process

Processes are usually synonymous with time coefficients and levels of ease. Customers in general always want a fast and uncomplicated process. To make a reservation at Tour & Travel, you can come directly to the Tour & Travel office. If you don't have time to come to the office, you can contact Instagram, Facebook and WhatsApp who will respond quickly and the process is not complicated. For open trips and reservations for school children's study tours, there are usually door prizes and travel documentation for tour participants during the trip. The promotional process carried out by Tour & Travel is carried out using several methods, namely online and offline. In carrying out promotions, Tour & Travel is divided into two crews that carry out offline promotions and online promotions. Generation Meanwhile, for generation Z through social media such as Instagram, WhatsApp and Facebook as well as holding open trips. The Tour & Travel ordering process can be done directly at the office where the service company provides a cafeteria which is very suitable for the transaction process. The existence of this cafeteria

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??
is an effort by the company to differentiate itself from attractive competitors to attract customers from the target market. For the promotion process via online and offline.

PHYSICAL EVIDENCE
Tour & Travel provides physical evidence to consumers through its services (Pencarelli, 2020). Tour & Travel employees provide friendly service by prioritizing the 3S of smile, greeting and salutation. Meanwhile, for the convenience of Tour & Travel customers, the facilities provided are provided. Such as air-conditioned buses with air fresheners that are not pungent to avoid travel sickness, there are maids who can replace the driver if the driver is tired to avoid accidents, service the vehicle that will be used so that damage does not occur in the middle of the trip, and use a driver from the Generation The passengers are older people and use drivers from Generation Z while the passengers are young people so that there is no hesitation in communicating during the trip. Meanwhile, Tour & Travel's physical evidence differentiates itself from competitors and makes physical facilities as attractive as possible to attract customers from the target market. The existence of this cafeteria is the company's effort to differentiate from competitors and create attractive physical facilities to attract customers from the target market.

Findings
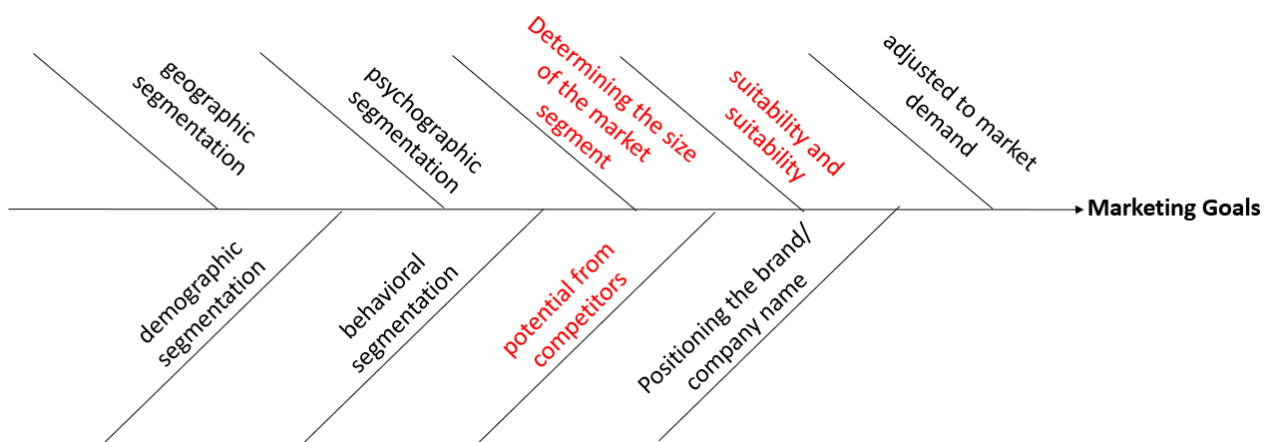
Source: researcher's findings, 2024

In this research, it was found that determining a marketing Goals strategy for travel services based on marketing targets can be done as follows:

1. Market Segment Size

Companies need to consider the size of the specified market segment because if the company chooses to serve a small market segment, the sales potential will also be small. Meanwhile, if the company chooses a large market segment, the sales potential will also be large. In general, travel service companies use a small market segment, only accepting consumers from the area around the company, but open open trip services by providing pick-ups at several points other than the region, thereby expanding the size of their market segment.

2. Potential from competitors

Every company needs to see, observe and analyze the potential of competing companies. By conducting market studies of competitors, companies are able to find out market prices, market tastes, market demand and supply, and others. The potential for market competition is different, so marketers must face this competition. Tour & Travel looks at potential competitors to determine market prices and to evaluate and create new advantages to develop its business.

3. Positioning the brand/company name

Positioning the brand/company name so that it is always in consumers' minds is something that must be created. By improving the quality of services, facilities provided, diversity of products offered, strategic location and economical prices, consumers can always remember the brand/company name. Tour & Travel positions brands that follow lifestyles or trends according to consumer needs. Even though travel agencies follow lifestyles or trends, they still create something unique and different from other travel agencies.

4. Suitability and appropriateness

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

Companies are required to be able to assess the suitability between the company's resources and competitive advantages and its marketing targets. Companies also need to assess the suitability of the product being offered for marketing in what market segment.

According to Schlager & Christen, (2021) Market Segmentation is the activity of dividing the heterogeneous market for a product into homogeneous market units (market segments). Based on the definition above, it is known that the market for a product is not homogeneous, but in reality is heterogeneous. Basically, market segmentation is a strategy based on a marketing management philosophy whose orientation is consumer. By implementing market segmentation, marketing activities can be carried out more focused and the company's resources can be used more effectively and efficiently in order to provide consumer satisfaction.
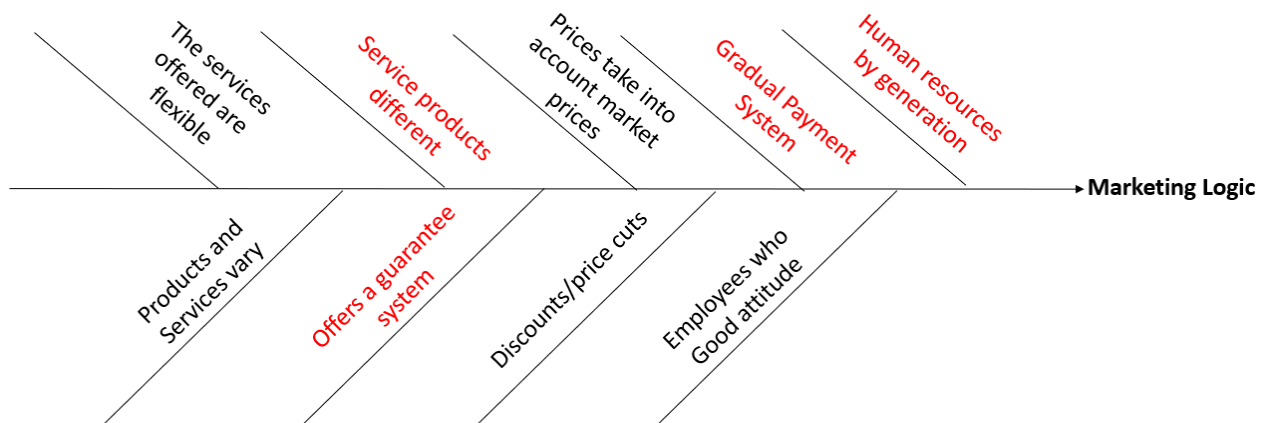
Source: researcher's findings, 2024

In this research, it was found that marketing Logic strategies for travel services through good marketing logic can be carried out as follows:

1. Different Services Products

By creating different travel service products, it raises consumer curiosity. Differences in travel service products can be made by using different vehicle features/designs, different service sides, different distribution sides, and different human resource sides to create different brands.

2. Offer a guarantee system

A guarantee is a form of service provided by a company to consumers after a transaction occurs. The purpose of the guarantee itself is to provide guarantees if undesirable things happen and reduce the risks that occur. implements a guarantee for those who cancel orders by returning the funds if they meet the requirements.

3. Gradual Payment System

Gradual payments are made to Tour & Travel with a down payment of 50%, the second payment of 45% is made before the trip, the third payment of 5% is made after the trip. Payment after the trip is made to anticipate if something undesirable happens, such as a problem on the part of the employee or a strike on the road so that the trip is slow and not on time, then the 5% payment does not need to be paid.

4. Human Resources by generation

Apart from differences in age, each generation also has different characters because it is influenced by several factors including the surrounding environment, thus forming its own personality. Likewise their character in working and completing their tasks. For example, generation Generation Y, because they grew up when technology began to emerge, has the characteristics of being adaptable, creative, innovative, passionate and productive. Generation Z has an up to date character, likes technology, flexible, intelligent and open minded.

According to Cortez et al., (2021) Determining the Target Market is an activity that contains, assesses and selects one or more market segments that will be entered by a company. If a company wants to determine which market segment it will enter, the first step is to calculate and assess the profit percentage of the various existing segments. So in this case marketers must really understand the techniques for measuring market potential and predicting future demand. The techniques used are very useful in selecting target markets, so that marketers can avoid mistakes that will occur, or at least reduce them as small as possible in practice. So for this purpose the company must divide the market into main market segments, each market segment is then

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

evaluated, selected and applied to certain segments as targets. In reality, companies can follow one of five market coverage strategies, namely:

1. Single market concentration, where a company can concentrate its activities in one part of the market. Usually smaller companies do this option.
2. Product specialization, a company decides to produce one type of product. Suppose a company decides to produce only electric typewriters for a group of customers.
3. Market specialization, for example a company decides to make all kinds of machines, but is aimed at a small group of customers.
4. Selective specialization, a company engages in various business activities that have nothing to do with others, except that each business activity contains attractive opportunities.
5. Overall coverage, which is commonly carried out by larger industries to outperform the market. They provide a product for everyone, according to their purchasing power
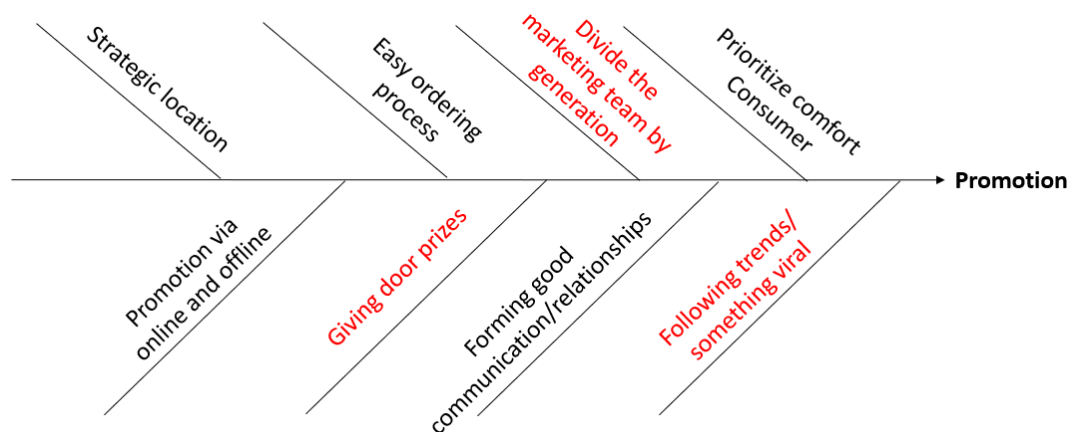
Source: researcher's findings, 2024

In this research it was found that a Promotion strategy for travel services through promotions can be carried out as follows:

1. Divide the marketing team by generation

It is necessary to divide the marketing team based on generations, because different generations also motivate shopping. So different marketing methods are needed. Tour & Travel divides generations X and Z where generation X trusts recommendations from other people more and prefers to shop directly at the store, so generation Meanwhile, generation Z is the generation that uses their cellphones more to look for information on products to buy, so the marketing used by generation Z is marketing that utilizes social media. Generation Y is a generation that is easy to adapt and open so it is able to accept product offers both online and offline.

2. Following a trend/something that is viral

Through trends, brands will continue to connect with their customers because any content presented attracts the attention of netizens. Promotion following trends makes it easier for brands to connect with consumers, become better known and at the same time provide information about how and what is in the brand more easily. Tour & Travel implements promotions through social media using content that follows trends and is viral.

3. Give door prizes

For open trips and bookings for study tours for school children, Tour & Travel usually gives door prizes and travel documentation to tour participants during the trip. This aims to make an impression on consumers and increase consumer loyalty to the company.

According to Khorsheed et al., (2020), the definition of marketing mix is a set of marketing tools that a company uses to continuously achieve its marketing goals in its target market. Dimensions of the 7P Marketing Mix according to (Lahtinen et al., 2020):

1. Distribution Channel (Place)

The definition of distribution channels according to Melkonyan et al., (2020), are distributor institutions or distribution institutions that have activities to distribute or deliver goods or services from producers to consumers.

2. Process (Process)

According to Blichfeldt & Faullant, (2021), process is an important variable in service companies that is closely related to activity or performance. Process activities can involve elements of procedures, tasks, work plans, mechanisms and activities.

3. Physical Support Facilities (Physical Evidence)

The embodiment of services can be seen in the relationship between the promises made by the provider or service provider and the customer. Services delivered to customers cannot be separated from physical supporting facilities (physical evidence).

Implications For a Travel Services Marketing Strategy

Based on the results of the research conducted, a travel services marketing strategy was found to validate consumer self-actualization or narcissism through social media services:

1. Marketing strategies for travel services based on marketing targets can be carried out by determining geographic segmentation, determining demographic segmentation, determining psychological segmentation, determining behavioral segmentation, determining market segment size, looking at potential competitors, analyzing suitability and feasibility, positioning the brand/company name and adapting to market demand.

2. A good marketing strategy for travel services through marketing logic can be carried out with flexible services offered, varied service products, different service products, offering a guarantee system, prices considering market prices, discounts/rebates, gradual payment system, human resources based on generation.

3. A good marketing strategy for travel services through promotions can be done in strategic locations. Online and offline promotions, easy ordering process, giving door prizes, dividing the marketing team by generation, establishing good communication/relationships, Prioritizing consumer comfort, following trends/something viral.

This research classifies the importance of shared content into two categories: the importance attached to participants sharing and the importance attached to non-participants sharing. Content shared by non-participants, created by individuals with experience, was found to more strongly influence travelers' propensity to share their travel experiences on social media. research finds that non-participant sharing is perceived as more objective, reliable, and authentic than participant sharing (Arica et al., 2022). Oliveira et al., (2020) emphasize that tourists consider evaluations carried out by their inner circle or by individuals who have had experience to be more sincere, authentic and reliable compared to evaluations carried out by tour and travel companies therefore, evaluations tend to have a greater impact. strong. according to Lin & Rasoolimanesh, (2024) tourists' attitudes towards participant sharing are less positive because they do not consider this content to be objective and reliable.

Facilitators who motivate participants to share content can be grouped into two factors: altruistic motivation and personal fulfillment and self-actualization. Compared to altruistic motivation, personal fulfillment and self-actualization more motivate individuals to share content on social media. This is similar to previous research findings, namely evaluating the factors that motivate tourists' social media content. Zhang et al., (2022) determined that altruistic motivation influenced tourists' social media content sharing, while Wang et al., (2023) found that personal satisfaction had a positive impact on tourists' social media content sharing. gaining social recognition is not the driving force in sharing experiences and Oliveira et al., (2020) stated that altruistic motivation and personal fulfillment and self-actualization are more likely to motivate individuals to share on social media.

VI. CONCLUSION

Based on the conclusions presented in the previous section, there are several suggestions to provide an overview for Tour & Travel:

1. For Tour & Travel companies: more channels to collaborate with tourism agencies, hotels and accommodation to create new opportunities to improve their business.

2. For future researchers: further research can continue this research until the positive impact of marketing strategies using a mix of generations is known.

Social media influences various aspects of social life and is becoming increasingly important for society tourism sector, and therefore the impact of content created and shared on social media is greatly expanded in power and scope (Buchanan, 2020). According to Pan et al., (2021) the directions of social media content, the process of investigating and completing tourist information must be followed by tourism companies these networks are close-knit and align their structures and business processes (Valeri & Baggio, 2021). However, social media tracking and management is a very difficult task. In recent years, recruiting quality staff in the field of social media has become popular among tourism companies. but this is not enough for social media management because a small part of social media content is formed under the control of the business world, most of it is created by tourists. Therefore, it is necessary for businesses to take advantage of the advantages provided by social media, which are based on participant sharing, and at the same time also develop solutions to overcome these disadvantages.

The importance of the number of tourists on social media and the impact of their posts makes understanding this an important factor influencing the creation of tourist social media content. in this study the factors influencing tourists' content sharing tendencies on social media were evaluated from this starting point. Based on research results, compared to participant sharing,

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

tourists' tendency to share posts on social media is more influential than non-participant sharing made by individuals who have experienced the tourism product. while tourism organizations and private sector companies may conduct subjective evaluations for their own sake, non-participant shares are considered more objective, interesting, reliable and sincere (Dedeoglu et al., 2023). Therefore, greater importance has been given to non-participant shares created by individuals who have experience. This importance has a positive impact on tourists' tendency to share posts on social media. that is, tourists attach more important to the content shared by other people on social media. While tourists display their attitudes and behavior with the content they share on social media, altruistic motivation, personal motivation and personal satisfaction are very determining in their sharing behavior. Altruistic motivation related to supporting others to make the right decisions, preventing poverty choice of products and services as well as helping develop business products (Si et al., 2021). Personal satisfaction and self-realization, on the other hand, are associated with recognition, gaining a personal reputation, satisfying your social needs and components of ensuring that your social needs are met (Martínez-Cañas et al., 2023). Likewise, travelers can also share posts for the purpose of validating and supporting previous content.

REFERENCES

1) Abbas, J. (2020). Service Quality In Higher Education Institutions: Qualitative Evidence From The Students' Perspectives Using Maslow Hierarchy Of Needs. *International Journal Of Quality And Service Sciences*, *12*(3), 371–384.

2) Akkaya, M. (2021). Understanding The Impacts Of Lifestyle Segmentation & Perceived Value On Brand Purchase Intention: An Empirical Study In Different Product Categories. *European Research On Management And Business Economics*, *27*(3), 100155.

3) Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer Experiences In The Age Of Artificial Intelligence. *Computers In Human Behavior*, *114*, 106548.

4) Anderman, E. M. (2020). Achievement Motivation Theory: Balancing Precision And Utility. *Contemporary Educational Psychology*, *61*, 101864.

5) Arica, R., Cobanoglu, C., Cakir, O., Corbaci, A., Hsu, M.-J., & Della Corte, V. (2022). Travel Experience Sharing On Social Media: Effects Of The Importance Attached To Content Sharing And What Factors Inhibit And Facilitate It. *International Journal Of Contemporary Hospitality Management*, *34*(4), 1566–1586.

6) Avery, J. (2020). The Relational Roles Of Brands. In *Marketing Management* (Pp. 123–138). Routledge.

7) Baltes, S., & Ralph, P. (2022). Sampling In Software Engineering Research: A Critical Review And Guidelines. *Empirical Software Engineering*, *27*(4), 94.

8) Berger, J., & Milkman, K. L. (2012). What Makes Online Content Viral? *Journal Of Marketing Research*, *49*(2), 192–205.

9) Bilgili, B., & Koc, E. (2021). Digital Transformation In Tourism. In *Emerging Transformations In Tourism And Hospitality* (Pp. 53–65). Routledge.

10) Blichfeldt, H., & Faullant, R. (2021). Performance Effects Of Digital Technology Adoption And Product & Service Innovation–A Process-Industry Perspective. *Technovation*, *105*, 102275.

11) Bonilla-Quijada, M., Tugores-Ques, J., & Olmo Arriaga, J. L. (2021). Promotion Of Urban Tourism: Insights Into User Engagement On Social Media. *Information Technology & Tourism*, *23*, 611–632.

12) Buchanan, T. (2020). Why Do People Spread False Information Online? The Effects Of Message And Viewer Characteristics On Self-Reported Likelihood Of Sharing Social Media Disinformation. *Plos One*, *15*(10), E0239666.

13) Buwalda, B., Geerdink, M., Vidal, J., & Koolhaas, J. M. (2011). Social Behavior And Social Stress In Adolescence: A Focus On Animal Models. *Neuroscience & Biobehavioral Reviews*, *35*(8), 1713–1721.

14) Caliskan, A., Özkan Özen, Y. D., & Ozturkoglu, Y. (2021). Digital Transformation Of Traditional Marketing Business Model In New Industry Era. *Journal Of Enterprise Information Management*, *34*(4), 1252–1273.

15) Canbay, K., & Akman, G. (2023). Investigating Changes Of Total Quality Management Principles In The Context Of Industry 4.0: Viewpoint From An Emerging Economy. *Technological Forecasting And Social Change*, *189*, 122358.

16) Casas-Rosal, J. C., Segura, M., & Maroto, C. (2023). Food Market Segmentation Based On Consumer Preferences Using Outranking Multicriteria Approaches. *International Transactions In Operational Research*, *30*(3), 1537–1566.

17) Chen, J., Becken, S., & Stantic, B. (2022). Harnessing Social Media To Understand Tourist Mobility: The Role Of Information Technology And Big Data. *Tourism Review*, *77*(4), 1219–1233.

18) Chen, Z., Cao, H., Xu, F., Cheng, M., Wang, T., & Li, Y. (2020). Understanding The Role Of Intermediaries In Online Social E-Commerce: An Exploratory Study Of Beidian. *Proceedings Of The Acm On Human-Computer Interaction*, *4*(Cscw2), 1–24.

19) Chou, S.-F., Horng, J.-S., Liu, C.-H. S., & Lin, J.-Y. (2020). Identifying The Critical Factors Of Customer Behavior: An

Integration Perspective Of Marketing Strategy And Components Of Attitudes. *Journal Of Retailing And Consumer Services*, *55*, 102113.

20) Chu, S.-C., Deng, T., & Cheng, H. (2020). The Role Of Social Media Advertising In Hospitality, Tourism And Travel: A Literature Review And Research Agenda. *International Journal Of Contemporary Hospitality Management*, *32*(11), 3419–3438.

21) Çınar, K., Yetimoğlu, S., & Uğurlu, K. (2020). The Role Of Market Segmentation And Target Marketing Strategies To Increase Occupancy Rates And Sales Opportunities Of Hotel Enterprises. *Strategic Innovative Marketing And Tourism: 8th Icsimat, Northern Aegean, Greece, 2019*, 521–528.

22) Cortez, R. M., Clarke, A. H., & Freytag, P. V. (2021). B2b Market Segmentation: A Systematic Review And Research Agenda. *Journal Of Business Research*, *126*, 415–428.

23) Crandall, A., Powell, E. A., Bradford, G. C., Magnusson, B. M., Hanson, C. L., Barnes, M. D., Novilla, M. L. B., & Bean, R. A. (2020). Maslow's Hierarchy Of Needs As A Framework For Understanding Adolescent Depressive Symptoms Over Time. *Journal Of Child And Family Studies*, *29*, 273–281.

24) Da Mota, V. T., & Pickering, C. (2020). Using Social Media To Assess Nature-Based Tourism: Current Research And Future Trends. *Journal Of Outdoor Recreation And Tourism*, *30*, 100295.

25) Das, G., Jain, S. P., Maheswaran, D., Slotegraaf, R. J., & Srinivasan, R. (2021). Pandemics And Marketing: Insights, Impacts, And Research Opportunities. *Journal Of The Academy Of Marketing Science*, *49*(5), 835–854.

26) De Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer Engagement In Social Media: A Framework And Meta-Analysis. *Journal Of The Academy Of Marketing Science*, *48*, 1211–1228.

27) Dedeoglu, B. B., Colmekcioglu, N., & Okumus, F. (2023). Do Envy And Consumer-Generated Content Boost Travel Motivations? *Journal Of Travel Research*, 00472875231214500.

28) Dedeoğlu, B. B., Taheri, B., Okumus, F., & Gannon, M. (2020). Understanding The Importance That Consumers Attach To Social Media Sharing (Isms): Scale Development And Validation. *Tourism Management*, *76*, 103954.

29) Delle Fave, A. (2020). Eudaimonic And Hedonic Happiness. *Encyclopedia Of Quality Of Life And Well-Being Research*, 1–7.

30) Demeter, C., Macinnes, S., & Dolnicar, S. (2023). Defining And Operationalizing Eight Forms Of Eudaimonia And Hedonia And Assessing Tourism-Specific Context-Dependency. *Journal Of Travel Research*, *62*(7), 1448–1459.

31) Desmet, P., & Fokkinga, S. (2020). Beyond Maslow's Pyramid: Introducing A Typology Of Thirteen Fundamental Needs For Human-Centered Design. *Multimodal Technologies And Interaction*, *4*(3), 38.

32) Dolnicar, S. (2022). Market Segmentation For E-Tourism. In *Handbook Of E-Tourism* (Pp. 849–863). Springer.

33) Dominique-Ferreira, S., Rodrigues, B. Q., & Braga, R. J. (2022). Personal Marketing And The Recruitment And Selection Process: Hiring Attributes And Particularities In Tourism And Hospitality. *Journal Of Global Scholars Of Marketing Science*, *32*(3), 351–371.

34) Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping The Electronic Word-Of-Mouth (Ewom) Research: A Systematic Review And Bibliometric Analysis. *Journal Of Business Research*, *135*, 758–773.

35) Dunas, D. V, & Vartanov, S. A. (2020). Emerging Digital Media Culture In Russia: Modeling The Media Consumption Of Generation Z. *Journal Of Multicultural Discourses*, *15*(2), 186–203.

36) Ebrahim, R. S. (2020). The Role Of Trust In Understanding The Impact Of Social Media Marketing On Brand Equity And Brand Loyalty. *Journal Of Relationship Marketing*, *19*(4), 287–308.

37) Fabian, M. (2020). The Coalescence Of Being: A Model Of The Self-Actualisation Process. *Journal Of Happiness Studies*, *21*(4), 1487–1508.

38) Farida, I., & Setiawan, D. (2022). Business Strategies And Competitive Advantage: The Role Of Performance And Innovation. *Journal Of Open Innovation: Technology, Market, And Complexity*, *8*(3), 163.

39) Giles-Corti, B., Kelty, S. F., Zubrick, S. R., & Villanueva, K. P. (2009). Encouraging Walking For Transport And Physical Activity In Children And Adolescents: How Important Is The Built Environment? *Sports Medicine*, *39*, 995–1009.

40) Gleig, A. (2020). Narcissism. In *Encyclopedia Of Psychology And Religion* (Pp. 1559–1562). Springer.

41) Gupta, V., Ivanov, D., & Choi, T.-M. (2021). Competitive Pricing Of Substitute Products Under Supply Disruption. *Omega*, *101*, 102279.

42) Hajibaba, H., Grün, B., & Dolnicar, S. (2020). Improving The Stability Of Market Segmentation Analysis. *International Journal Of Contemporary Hospitality Management*, *32*(4), 1393–1411.

43) Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The Sharing Economy: Why People Participate In Collaborative

Consumption. *Journal Of The Association For Information Science And Technology*, *67*(9), 2047–2059.

44) Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer Engagement With Tourism Social Media Brands. *Tourism Management*, *59*, 597–609.

45) Huerta-Álvarez, R., Cambra-Fierro, J. J., & Fuentes-Blasco, M. (2020). The Interplay Between Social Media Communication, Brand Equity And Brand Engagement In Tourist Destinations: An Analysis In An Emerging Economy. *Journal Of Destination Marketing & Management*, *16*, 100413.

46) Hysa, B., Zdonek, I., & Karasek, A. (2022). Social Media In Sustainable Tourism Recovery. *Sustainability*, *14*(2), 760.

47) Iljadica, M. (2020). User Generated Content And Its Authors. In *Research Handbook On Intellectual Property And Digital Technologies* (Pp. 163–185). Edward Elgar Publishing.

48) Jarman, H. K., Marques, M. D., Mclean, S. A., Slater, A., & Paxton, S. J. (2021). Social Media, Body Satisfaction And Well-Being Among Adolescents: A Mediation Model Of Appearance-Ideal Internalization And Comparison. *Body Image*, *36*, 139–148.

49) Jog, D. (2024). Travellers' Creation And Dissemination Of User-Generated Content: A Review And Theoretical Implications. *Tourism And The Experience Economy In The Digital Era*, 113–127.

50) Kar, A. K. (2021). What Affects Usage Satisfaction In Mobile Payments? Modelling User Generated Content To Develop The "Digital Service Usage Satisfaction Model." *Information Systems Frontiers*, *23*(5), 1341–1361.

51) Khandelwal, K., Jakhar, T., & Khandelwal, T. (2020). Segmentation, Targeting And Positioning. *International Research Journal Of Engineering And Technology (Irjet) E-Issn*, 56–2395.

52) Khorsheed, R. K., Abdulla, D. F., Othman, B. A., Mohammed, H. O., & Sadq, Z. M. (2020). The Role Of Services Marketing Mix 7p's On Achieving Competitive Advantages (The Case Of Paitaxt Technical Institute In Kurdistan Region Of Iraq). *Test Engineering And Management*, *83*, 15947–15971.

53) Kim, J., Yang, K., Min, J., & White, B. (2022). Hope, Fear, And Consumer Behavioral Change Amid Covid-19: Application Of Protection Motivation Theory. *International Journal Of Consumer Studies*, *46*(2), 558–574.

54) Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology For Humanity*. John Wiley & Sons.

55) Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long Live The Marketing Mix. Testing The Effectiveness Of The Commercial Marketing Mix In A Social Marketing Context. *Journal Of Social Marketing*, *10*(3), 357–375.

56) Li, F., Ma, J., & Tong, Y. (2024). Livestreaming In Tourism: What Drives Tourism Live Streamers To Share Their Travel Experiences? *Tourism Review*, *79*(3), 780–795.

57) Li, S. G., Zhang, Y. Q., Yu, Z. X., & Liu, F. (2021). Economical User-Generated Content (Ugc) Marketing For Online Stores Based On A Fine-Grained Joint Model Of The Consumer Purchase Decision Process. *Electronic Commerce Research*, *21*, 1083–1112.

58) Liang, M., Xin, Z., Yan, D. X., & Jianxiang, F. (2020). How To Improve Employee Satisfaction And Efficiency Through Different Enterprise Social Media Use. *Journal Of Enterprise Information Management*, *34*(3), 922–947.

59) Liao, C.-S., & Chuang, H.-K. (2020). Tourist Preferences For Package Tour Attributes In Tourism Destination Design And Development. *Journal Of Vacation Marketing*, *26*(2), 230–246.

60) Lin, Z., & Rasoolimanesh, S. M. (2024). Sharing Tourism Experiences In Social Media: A Systematic Review. *Anatolia*, *35*(1), 67–81.

61) Litvinenko, V. S. (2020). Digital Economy As A Factor In The Technological Development Of The Mineral Sector. *Natural Resources Research*, *29*(3), 1521–1541.

62) Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The Roles Of Social Media In Tourists' Choices Of Travel Components. *Tourist Studies*, *20*(1), 27–48.

63) Lomas, T., & Vanderweele, T. J. (2023). Toward An Expanded Taxonomy Of Happiness: A Conceptual Analysis Of 16 Distinct Forms Of Mental Wellbeing. *Journal Of Humanistic Psychology*, 00221678231155512.

64) Lu, X., He, S., Lian, S., Ba, S., & Wu, J. (2020). Is User-Generated Content Always Helpful? The Effects Of Online Forum Browsing On Consumers' Travel Purchase Decisions. *Decision Support Systems*, *137*, 113368.

65) Martínez-Cañas, R., Ruiz-Palomino, P., Jiménez-Moreno, J. J., & Linuesa-Langreo, J. (2023). Push Versus Pull Motivations In Entrepreneurial Intention: The Mediating Effect Of Perceived Risk And Opportunity Recognition. *European Research On Management And Business Economics*, *29*(2), 100214.

66) Mathur, S., Tewari, A., & Singh, A. (2022). Modeling The Factors Affecting Online Purchase Intention: The Mediating Effect Of Consumer's Attitude Towards User-Generated Content. *Journal Of Marketing Communications*, *28*(7), 725–744.

67) Melkonyan, A., Gruchmann, T., Lohmar, F., Kamath, V., & Spinler, S. (2020). Sustainability Assessment Of Last-Mile

Logistics And Distribution Strategies: The Case Of Local Food Networks. *International Journal Of Production Economics*, *228*, 107746.

68) Nabity-Grover, T., Cheung, C. M. K., & Thatcher, J. B. (2020). Inside Out And Outside In: How The Covid-19 Pandemic Affects Self-Disclosure On Social Media. *International Journal Of Information Management*, *55*, 102188.

69) Nave, A., Do Paço, A., & Duarte, P. (2021). A Systematic Literature Review On Sustainability In The Wine Tourism Industry: Insights And Perspectives. *International Journal Of Wine Business Research*, *33*(4), 457–480.

70) Nusairat, N. M., Alroale, M. A., Al Qeed, M., Al-Gasawneh, J. A., Hammouri, Q., Ahmad, A., & Abdellatif, H. (2021). User-Generated Content-Consumer Buying Intentions Nexus: The Mediating Role Of Brand Image. *Academy Of Strategic Management Journal*, *20*(4), 1–12.

71) Oliveira, T., Araujo, B., & Tam, C. (2020). Why Do People Share Their Travel Experiences On Social Media? *Tourism Management*, *78*, 104041.

72) Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social Media Interactions, Purchase Intention, And Behavioural Engagement: The Mediating Role Of Source And Content Factors. *Journal Of Business Research*, *142*, 100–112.

73) Orji, I. J., Kusi-Sarpong, S., & Gupta, H. (2020). The Critical Success Factors Of Using Social Media For Supply Chain Social Sustainability In The Freight Logistics Industry. *International Journal Of Production Research*, *58*(5), 1522–1539.

74) Osmundsen, M., Bor, A., Vahlstrup, P. B., Bechmann, A., & Petersen, M. B. (2021). Partisan Polarization Is The Primary Psychological Motivation Behind Political Fake News Sharing On Twitter. *American Political Science Review*, *115*(3), 999–1015.

75) Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2020). The Effects On Customer Satisfaction And Customer Loyalty By Integrating Marketing Communication And After Sale Service Into The Traditional Marketing Mix Model Of Umrah Travel Services In Malaysia. *Journal Of Islamic Marketing*, *12*(2), 363–388.

76) Palazzo, M., Vollero, A., Vitale, P., & Siano, A. (2021). Urban And Rural Destinations On Instagram: Exploring The Influencers' Role In# Sustainabletourism. *Land Use Policy*, *100*, 104915.

77) Pan, X., Rasouli, S., & Timmermans, H. (2021). Investigating Tourist Destination Choice: Effect Of Destination Image From Social Network Members. *Tourism Management*, *83*, 104217.

78) Pancheva, M. G., Ryff, C. D., & Lucchini, M. (2021). An Integrated Look At Well-Being: Topological Clustering Of Combinations And Correlates Of Hedonia And Eudaimonia. *Journal Of Happiness Studies*, *22*, 2275–2297.

79) Pencarelli, T. (2020). The Digital Revolution In The Travel And Tourism Industry. *Information Technology & Tourism*, *22*(3), 455–476.

80) Pincus, J. D. (2023). The Structure Of Human Motivation. *Bmc Psychology*, *11*(1), 308.

81) Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The Impact Of Social Media Influencers On Travel Decisions: The Role Of Trust In Consumer Decision Journey. *Current Issues In Tourism*, *25*(5), 823–843.

82) Ramadan, Z., F Farah, M., & El Essrawi, L. (2021). From Amazon. Com To Amazon. Love: How Alexa Is Redefining Companionship And Interdependence For People With Special Needs. *Psychology & Marketing*, *38*(4), 596–609.

83) Rana, S., Prashar, S., Barai, M. K., & Hamid, A. B. A. (2021). Determinants Of International Marketing Strategy For Emerging Market Multinationals. *International Journal Of Emerging Markets*, *16*(2), 154–178.

84) Raza, S. A., Qazi, W., Umer, B., & Khan, K. A. (2020). Influence Of Social Networking Sites On Life Satisfaction Among University Students: A Mediating Role Of Social Benefit And Social Overload. *Health Education*, *120*(2), 141–164.

85) Rofiah, C. (2021). Qualitative Methods: Simple Research With Triangulation Theory Design. *Develop*, *5*(1), 18–28.

86) Rofiah, C. (2022). Analisis Data Kualitatif: Manual Atau Dengan Aplikasi? *Develop*, *6*(1), 33–46.

87) Rofiah, C., & Bungin, B. (2021). Qualitative Methods: Simple Research With Triangulation Theory Design. *Develop*, *5*(1), 18–28.

88) Santos, M. L. B. Dos. (2022). The "So-Called" Ugc: An Updated Definition Of User-Generated Content In The Age Of Social Media. *Online Information Review*, *46*(1), 95–113.

89) Saxton, G. D., & Waters, R. D. (2014). What Do Stakeholders Like On Facebook? Examining Public Reactions To Nonprofit Organizations' Informational, Promotional, And Community-Building Messages. *Journal Of Public Relations Research*, *26*(3), 280–299.

90) Schlager, T., & Christen, M. (2021). Market Segmentation. In *Handbook Of Market Research* (Pp. 939–967). Springer.

91) Selem, K. M., Sigala, M., Shoukat, M. H., Shehata, A. E., & Mkheimer, I. M. (2023). Unperplexing The Nexus Between Physical Evidence And Guest Retention At Beach Resorts: Multiple Sequential Mediation Models. *Journal Of Hospitality Marketing & Management*, *32*(6), 717–744.

92) Sharpley, R. (2020). Tourism, Sustainable Development And The Theoretical Divide: 20 Years On. *Journal Of Sustainable*

Tourism, *28*(11), 1932–1946.

93) Si, S., Ahlstrom, D., Wei, J., & Cullen, J. (2021). Introduction: Business, Entrepreneurship And Innovation Toward Poverty Reduction. In *Business, Entrepreneurship And Innovation Toward Poverty Reduction* (Pp. 1–20). Routledge.

94) Siegel, L. A., Tussyadiah, I., & Scarles, C. (2023). Exploring Behaviors Of Social Media-Induced Tourists And The Use Of Behavioral Interventions As Salient Destination Response Strategy. *Journal Of Destination Marketing & Management*, *27*, 100765.

95) So, K. K. F., Wei, W., & Martin, D. (2021). Understanding Customer Engagement And Social Media Activities In Tourism: A Latent Profile Analysis And Cross-Validation. *Journal Of Business Research*, *129*, 474–483.

96) Srivastava, G., & Bag, S. (2024). Modern-Day Marketing Concepts Based On Face Recognition And Neuro-Marketing: A Review And Future Research Directions. *Benchmarking: An International Journal*, *31*(2), 410–438.

97) Story, M., Neumark-Sztainer, D., & French, S. (2002). Individual And Environmental Influences On Adolescent Eating Behaviors. *Journal Of The American Dietetic Association*, *102*(3), S40–S51.

98) Sun, Y., & Zhang, Y. (2021). A Review Of Theories And Models Applied In Studies Of Social Media Addiction And Implications For Future Research. *Addictive Behaviors*, *114*, 106699.

99) Tafesse, W., & Wood, B. P. (2021). Followers' Engagement With Instagram Influencers: The Role Of Influencers' Content And Engagement Strategy. *Journal Of Retailing And Consumer Services*, *58*, 102303.

100) Valeri, M., & Baggio, R. (2021). Italian Tourism Intermediaries: A Social Network Analysis Exploration. *Current Issues In Tourism*, *24*(9), 1270–1283.

101) Valkenburg, P. M. (2022). Social Media Use And Well-Being: What We Know And What We Need To Know. *Current Opinion In Psychology*, *45*, 101294.

102) Van Riel, A. C. R., Andreassen, T. W., Lervik-Olsen, L., Zhang, L., Mithas, S., & Heinonen, K. (2021). A Customer-Centric Five Actor Model For Sustainability And Service Innovation. *Journal Of Business Research*, *136*, 389–401.

103) Wang, G., Qiu, H., & Ren, L. (2023). Determinants Of Tourists' Intention To Share Travel Experience On Social Media: An Fsqca Application. *Current Issues In Tourism*, *26*(16), 2595–2612.

104) Wichmann, J. R. K., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A Global Perspective On The Marketing Mix Across Time And Space. *International Journal Of Research In Marketing*, *39*(2), 502–521.

105) Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2020). Sharing Memorable Tourism Experiences On Mobile Social Media And How It Influences Further Travel Decisions. *Current Issues In Tourism*, *23*(14), 1773–1787.

106) Wu, L., Chiu, M.-L., & Chen, K.-W. (2020). Defining The Determinants Of Online Impulse Buying Through A Shopping Process Of Integrating Perceived Risk, Expectation-Confirmation Model, And Flow Theory Issues. *International Journal Of Information Management*, *52*, 102099.

107) Yuan, Y., Chan, C.-S., Eichelberger, S., Ma, H., & Pikkemaat, B. (2022). The Effect Of Social Media On Travel Planning Process By Chinese Tourists: The Way Forward To Tourism Futures. *Journal Of Tourism Futures*.

108) Zhang, H., Yang, Y., & Bai, B. (2022). The Effects Of Photo-Sharing Motivation On Tourist Well-Being: The Moderating Role Of Online Social Support. *Journal Of Hospitality And Tourism Management*, *51*, 471–480.

109) Zhao, K., Zhang, P., & Lee, H.-M. (2022). Understanding The Impacts Of User-And Marketer-Generated Content On Free Digital Content Consumption. *Decision Support Systems*, *154*, 113684.

110) Abbas, J. (2020). Service Quality In Higher Education Institutions: Qualitative Evidence From The Students' Perspectives Using Maslow Hierarchy Of Needs. *International Journal Of Quality And Service Sciences*, *12*(3), 371–384.

111) Akkaya, M. (2021). Understanding The Impacts Of Lifestyle Segmentation & Perceived Value On Brand Purchase Intention: An Empirical Study In Different Product Categories. *European Research On Management And Business Economics*, *27*(3), 100155.

112) Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer Experiences In The Age Of Artificial Intelligence. *Computers In Human Behavior*, *114*, 106548.

113) Anderman, E. M. (2020). Achievement Motivation Theory: Balancing Precision And Utility. *Contemporary Educational Psychology*, *61*, 101864.

114) Arica, R., Cobanoglu, C., Cakir, O., Corbaci, A., Hsu, M.-J., & Della Corte, V. (2022). Travel Experience Sharing On Social Media: Effects Of The Importance Attached To Content Sharing And What Factors Inhibit And Facilitate It. *International Journal Of Contemporary Hospitality Management*, *34*(4), 1566–1586.

115) Avery, J. (2020). The Relational Roles Of Brands. In *Marketing Management* (Pp. 123–138). Routledge.

116) Baltes, S., & Ralph, P. (2022). Sampling In Software Engineering Research: A Critical Review And Guidelines. *Empirical Software Engineering*, *27*(4), 94.

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

117)   Berger, J., & Milkman, K. L. (2012). What Makes Online Content Viral? *Journal Of Marketing Research*, *49*(2), 192–205.

118)   Bilgili, B., & Koc, E. (2021). Digital Transformation In Tourism. In *Emerging Transformations In Tourism And Hospitality* (Pp. 53–65). Routledge.

119)   Blichfeldt, H., & Faullant, R. (2021). Performance Effects Of Digital Technology Adoption And Product & Service Innovation–A Process-Industry Perspective. *Technovation*, *105*, 102275.

120)   Bonilla-Quijada, M., Tugores-Ques, J., & Olmo Arriaga, J. L. (2021). Promotion Of Urban Tourism: Insights Into User Engagement On Social Media. *Information Technology & Tourism*, *23*, 611–632.

121)   Buchanan, T. (2020). Why Do People Spread False Information Online? The Effects Of Message And Viewer Characteristics On Self-Reported Likelihood Of Sharing Social Media Disinformation. *Plos One*, *15*(10), E0239666.

122)   Buwalda, B., Geerdink, M., Vidal, J., & Koolhaas, J. M. (2011). Social Behavior And Social Stress In Adolescence: A Focus On Animal Models. *Neuroscience & Biobehavioral Reviews*, *35*(8), 1713–1721.

123)   Caliskan, A., Özkan Özen, Y. D., & Ozturkoglu, Y. (2021). Digital Transformation Of Traditional Marketing Business Model In New Industry Era. *Journal Of Enterprise Information Management*, *34*(4), 1252–1273.

124)   Canbay, K., & Akman, G. (2023). Investigating Changes Of Total Quality Management Principles In The Context Of Industry 4.0: Viewpoint From An Emerging Economy. *Technological Forecasting And Social Change*, *189*, 122358.

125)   Casas-Rosal, J. C., Segura, M., & Maroto, C. (2023). Food Market Segmentation Based On Consumer Preferences Using Outranking Multicriteria Approaches. *International Transactions In Operational Research*, *30*(3), 1537–1566.

126)   Chen, J., Becken, S., & Stantic, B. (2022). Harnessing Social Media To Understand Tourist Mobility: The Role Of Information Technology And Big Data. *Tourism Review*, *77*(4), 1219–1233.

127)   Chen, Z., Cao, H., Xu, F., Cheng, M., Wang, T., & Li, Y. (2020). Understanding The Role Of Intermediaries In Online Social E-Commerce: An Exploratory Study Of Beidian. *Proceedings Of The Acm On Human-Computer Interaction*, *4*(Cscw2), 1–24.

128)   Chou, S.-F., Horng, J.-S., Liu, C.-H. S., & Lin, J.-Y. (2020). Identifying The Critical Factors Of Customer Behavior: An Integration Perspective Of Marketing Strategy And Components Of Attitudes. *Journal Of Retailing And Consumer Services*, *55*, 102113.

129)   Chu, S.-C., Deng, T., & Cheng, H. (2020). The Role Of Social Media Advertising In Hospitality, Tourism And Travel: A Literature Review And Research Agenda. *International Journal Of Contemporary Hospitality Management*, *32*(11), 3419–3438.

130)   Çınar, K., Yetimoğlu, S., & Uğurlu, K. (2020). The Role Of Market Segmentation And Target Marketing Strategies To Increase Occupancy Rates And Sales Opportunities Of Hotel Enterprises. *Strategic Innovative Marketing And Tourism: 8th Icsimat, Northern Aegean, Greece, 2019*, 521–528.

131)   Cortez, R. M., Clarke, A. H., & Freytag, P. V. (2021). B2b Market Segmentation: A Systematic Review And Research Agenda. *Journal Of Business Research*, *126*, 415–428.

132)   Crandall, A., Powell, E. A., Bradford, G. C., Magnusson, B. M., Hanson, C. L., Barnes, M. D., Novilla, M. L. B., & Bean, R. A. (2020). Maslow's Hierarchy Of Needs As A Framework For Understanding Adolescent Depressive Symptoms Over Time. *Journal Of Child And Family Studies*, *29*, 273–281.

133)   Da Mota, V. T., & Pickering, C. (2020). Using Social Media To Assess Nature-Based Tourism: Current Research And Future Trends. *Journal Of Outdoor Recreation And Tourism*, *30*, 100295.

134)   Das, G., Jain, S. P., Maheswaran, D., Slotegraaf, R. J., & Srinivasan, R. (2021). Pandemics And Marketing: Insights, Impacts, And Research Opportunities. *Journal Of The Academy Of Marketing Science*, *49*(5), 835–854.

135)   De Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer Engagement In Social Media: A Framework And Meta-Analysis. *Journal Of The Academy Of Marketing Science*, *48*, 1211–1228.

136)   Dedeoglu, B. B., Colmekcioglu, N., & Okumus, F. (2023). Do Envy And Consumer-Generated Content Boost Travel Motivations? *Journal Of Travel Research*, 00472875231214500.

137)   Dedeoğlu, B. B., Taheri, B., Okumus, F., & Gannon, M. (2020). Understanding The Importance That Consumers Attach To Social Media Sharing (Isms): Scale Development And Validation. *Tourism Management*, *76*, 103954.

138)   Delle Fave, A. (2020). Eudaimonic And Hedonic Happiness. *Encyclopedia Of Quality Of Life And Well-Being Research*, 1–7.

139)   Demeter, C., Macinnes, S., & Dolnicar, S. (2023). Defining And Operationalizing Eight Forms Of Eudaimonia And

Hedonia And Assessing Tourism-Specific Context-Dependency. *Journal Of Travel Research*, *62*(7), 1448–1459.

140) Desmet, P., & Fokkinga, S. (2020). Beyond Maslow's Pyramid: Introducing A Typology Of Thirteen Fundamental Needs For Human-Centered Design. *Multimodal Technologies And Interaction*, *4*(3), 38.

141) Dolnicar, S. (2022). Market Segmentation For E-Tourism. In *Handbook Of E-Tourism* (Pp. 849–863). Springer.

142) Dominique-Ferreira, S., Rodrigues, B. Q., & Braga, R. J. (2022). Personal Marketing And The Recruitment And Selection Process: Hiring Attributes And Particularities In Tourism And Hospitality. *Journal Of Global Scholars Of Marketing Science*, *32*(3), 351–371.

143) Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping The Electronic Word-Of-Mouth (Ewom) Research: A Systematic Review And Bibliometric Analysis. *Journal Of Business Research*, *135*, 758–773.

144) Dunas, D. V, & Vartanov, S. A. (2020). Emerging Digital Media Culture In Russia: Modeling The Media Consumption Of Generation Z. *Journal Of Multicultural Discourses*, *15*(2), 186–203.

145) Ebrahim, R. S. (2020). The Role Of Trust In Understanding The Impact Of Social Media Marketing On Brand Equity And Brand Loyalty. *Journal Of Relationship Marketing*, *19*(4), 287–308.

146) Fabian, M. (2020). The Coalescence Of Being: A Model Of The Self-Actualisation Process. *Journal Of Happiness Studies*, *21*(4), 1487–1508.

147) Farida, I., & Setiawan, D. (2022). Business Strategies And Competitive Advantage: The Role Of Performance And Innovation. *Journal Of Open Innovation: Technology, Market, And Complexity*, *8*(3), 163.

148) Giles-Corti, B., Kelty, S. F., Zubrick, S. R., & Villanueva, K. P. (2009). Encouraging Walking For Transport And Physical Activity In Children And Adolescents: How Important Is The Built Environment? *Sports Medicine*, *39*, 995–1009.

149) Gleig, A. (2020). Narcissism. In *Encyclopedia Of Psychology And Religion* (Pp. 1559–1562). Springer.

150) Gupta, V., Ivanov, D., & Choi, T.-M. (2021). Competitive Pricing Of Substitute Products Under Supply Disruption. *Omega*, *101*, 102279.

151) Hajibaba, H., Grün, B., & Dolnicar, S. (2020). Improving The Stability Of Market Segmentation Analysis. *International Journal Of Contemporary Hospitality Management*, *32*(4), 1393–1411.

152) Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The Sharing Economy: Why People Participate In Collaborative Consumption. *Journal Of The Association For Information Science And Technology*, *67*(9), 2047–2059.

153) Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer Engagement With Tourism Social Media Brands. *Tourism Management*, *59*, 597–609.

154) Huerta-Álvarez, R., Cambra-Fierro, J. J., & Fuentes-Blasco, M. (2020). The Interplay Between Social Media Communication, Brand Equity And Brand Engagement In Tourist Destinations: An Analysis In An Emerging Economy. *Journal Of Destination Marketing & Management*, *16*, 100413.

155) Hysa, B., Zdonek, I., & Karasek, A. (2022). Social Media In Sustainable Tourism Recovery. *Sustainability*, *14*(2), 760.

156) Iljadica, M. (2020). User Generated Content And Its Authors. In *Research Handbook On Intellectual Property And Digital Technologies* (Pp. 163–185). Edward Elgar Publishing.

157) Jarman, H. K., Marques, M. D., Mclean, S. A., Slater, A., & Paxton, S. J. (2021). Social Media, Body Satisfaction And Well-Being Among Adolescents: A Mediation Model Of Appearance-Ideal Internalization And Comparison. *Body Image*, *36*, 139–148.

158) Jog, D. (2024). Travellers' Creation And Dissemination Of User-Generated Content: A Review And Theoretical Implications. *Tourism And The Experience Economy In The Digital Era*, 113–127.

159) Kar, A. K. (2021). What Affects Usage Satisfaction In Mobile Payments? Modelling User Generated Content To Develop The "Digital Service Usage Satisfaction Model." *Information Systems Frontiers*, *23*(5), 1341–1361.

160) Khandelwal, K., Jakhar, T., & Khandelwal, T. (2020). Segmentation, Targeting And Positioning. *International Research Journal Of Engineering And Technology (Irjet) E-Issn*, 56–2395.

161) Khorsheed, R. K., Abdulla, D. F., Othman, B. A., Mohammed, H. O., & Sadq, Z. M. (2020). The Role Of Services Marketing Mix 7p's On Achieving Competitive Advantages (The Case Of Paitaxt Technical Institute In Kurdistan Region Of Iraq). *Test Engineering And Management*, *83*, 15947–15971.

162) Kim, J., Yang, K., Min, J., & White, B. (2022). Hope, Fear, And Consumer Behavioral Change Amid Covid-19: Application Of Protection Self-Motivation Theory. *International Journal Of Consumer Studies*, *46*(2), 558–574.

163) Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology For Humanity*. John Wiley & Sons.

164) Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long Live The Marketing Mix. Testing The Effectiveness Of The Commercial Marketing Mix In A Social Marketing Context. *Journal Of Social Marketing*, *10*(3), 357–375.

165)   Li, F., Ma, J., & Tong, Y. (2024). Livestreaming In Tourism: What Drives Tourism Live Streamers To Share Their Travel Experiences? *Tourism Review*, *79*(3), 780–795.

166)   Li, S. G., Zhang, Y. Q., Yu, Z. X., & Liu, F. (2021). Economical User-Generated Content (Ugc) Marketing For Online Stores Based On A Fine-Grained Joint Model Of The Consumer Purchase Decision Process. *Electronic Commerce Research*, *21*, 1083–1112.

167)   Liang, M., Xin, Z., Yan, D. X., & Jianxiang, F. (2020). How To Improve Employee Satisfaction And Efficiency Through Different Enterprise Social Media Use. *Journal Of Enterprise Information Management*, *34*(3), 922–947.

168)   Liao, C.-S., & Chuang, H.-K. (2020). Tourist Preferences For Package Tour Attributes In Tourism Destination Design And Development. *Journal Of Vacation Marketing*, *26*(2), 230–246.

169)   Lin, Z., & Rasoolimanesh, S. M. (2024). Sharing Tourism Experiences In Social Media: A Systematic Review. *Anatolia*, *35*(1), 67–81.

170)   Litvinenko, V. S. (2020). Digital Economy As A Factor In The Technological Development Of The Mineral Sector. *Natural Resources Research*, *29*(3), 1521–1541.

171)   Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The Roles Of Social Media In Tourists' Choices Of Travel Components. *Tourist Studies*, *20*(1), 27–48.

172)   Lomas, T., & Vanderweele, T. J. (2023). Toward An Expanded Taxonomy Of Happiness: A Conceptual Analysis Of 16 Distinct Forms Of Mental Wellbeing. *Journal Of Humanistic Psychology*, 00221678231155512.

173)   Lu, X., He, S., Lian, S., Ba, S., & Wu, J. (2020). Is User-Generated Content Always Helpful? The Effects Of Online Forum Browsing On Consumers' Travel Purchase Decisions. *Decision Support Systems*, *137*, 113368.

174)   Martínez-Cañas, R., Ruiz-Palomino, P., Jiménez-Moreno, J. J., & Linuesa-Langreo, J. (2023). Push Versus Pull Motivations In Entrepreneurial Intention: The Mediating Effect Of Perceived Risk And Opportunity Recognition. *European Research On Management And Business Economics*, *29*(2), 100214.

175)   Mathur, S., Tewari, A., & Singh, A. (2022). Modeling The Factors Affecting Online Purchase Intention: The Mediating Effect Of Consumer's Attitude Towards User-Generated Content. *Journal Of Marketing Communications*, *28*(7), 725–744.

176)   Melkonyan, A., Gruchmann, T., Lohmar, F., Kamath, V., & Spinler, S. (2020). Sustainability Assessment Of Last-Mile Logistics And Distribution Strategies: The Case Of Local Food Networks. *International Journal Of Production Economics*, *228*, 107746.

177)   Nabity-Grover, T., Cheung, C. M. K., & Thatcher, J. B. (2020). Inside Out And Outside In: How The Covid-19 Pandemic Affects Self-Disclosure On Social Media. *International Journal Of Information Management*, *55*, 102188.

178)   Nave, A., Do Paço, A., & Duarte, P. (2021). A Systematic Literature Review On Sustainability In The Wine Tourism Industry: Insights And Perspectives. *International Journal Of Wine Business Research*, *33*(4), 457–480.

179)   Nusairat, N. M., Alroale, M. A., Al Qeed, M., Al-Gasawneh, J. A., Hammouri, Q., Ahmad, A., & Abdellatif, H. (2021). User-Generated Content-Consumer Buying Intentions Nexus: The Mediating Role Of Brand Image. *Academy Of Strategic Management Journal*, *20*(4), 1–12.

180)   Oliveira, T., Araujo, B., & Tam, C. (2020). Why Do People Share Their Travel Experiences On Social Media? *Tourism Management*, *78*, 104041.

181)   Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social Media Interactions, Purchase Intention, And Behavioural Engagement: The Mediating Role Of Source And Content Factors. *Journal Of Business Research*, *142*, 100–112.

182)   Orji, I. J., Kusi-Sarpong, S., & Gupta, H. (2020). The Critical Success Factors Of Using Social Media For Supply Chain Social Sustainability In The Freight Logistics Industry. *International Journal Of Production Research*, *58*(5), 1522–1539.

183)   Osmundsen, M., Bor, A., Vahlstrup, P. B., Bechmann, A., & Petersen, M. B. (2021). Partisan Polarization Is The Primary Psychological Motivation Behind Political Fake News Sharing On Twitter. *American Political Science Review*, *115*(3), 999–1015.

184)   Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2020). The Effects On Customer Satisfaction And Customer Loyalty By Integrating Marketing Communication And After Sale Service Into The Traditional Marketing Mix Model Of Umrah Travel Services In Malaysia. *Journal Of Islamic Marketing*, *12*(2), 363–388.

185)   Palazzo, M., Vollero, A., Vitale, P., & Siano, A. (2021). Urban And Rural Destinations On Instagram: Exploring The Influencers' Role In# Sustainabletourism. *Land Use Policy*, *100*, 104915.

186)   Pan, X., Rasouli, S., & Timmermans, H. (2021). Investigating Tourist Destination Choice: Effect Of Destination Image From Social Network Members. *Tourism Management*, *83*, 104217.

How to Validate Consumer Self-Actualization or Narcissism Through Social Media Services??

187)   Pancheva, M. G., Ryff, C. D., & Lucchini, M. (2021). An Integrated Look At Well-Being: Topological Clustering Of Combinations And Correlates Of Hedonia And Eudaimonia. *Journal Of Happiness Studies*, *22*, 2275–2297.

188)   Pencarelli, T. (2020). The Digital Revolution In The Travel And Tourism Industry. *Information Technology & Tourism*, *22*(3), 455–476.

189)   Pincus, J. D. (2023). The Structure Of Human Motivation. *Bmc Psychology*, *11*(1), 308.

190)   Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The Impact Of Social Media Influencers On Travel Decisions: The Role Of Trust In Consumer Decision Journey. *Current Issues In Tourism*, *25*(5), 823–843.

191)   Ramadan, Z., F Farah, M., & El Essrawi, L. (2021). From Amazon. Com To Amazon. Love: How Alexa Is Redefining Companionship And Interdependence For People With Special Needs. *Psychology & Marketing*, *38*(4), 596–609.

192)   Rana, S., Prashar, S., Barai, M. K., & Hamid, A. B. A. (2021). Determinants Of International Marketing Strategy For Emerging Market Multinationals. *International Journal Of Emerging Markets*, *16*(2), 154–178.

193)   Raza, S. A., Qazi, W., Umer, B., & Khan, K. A. (2020). Influence Of Social Networking Sites On Life Satisfaction Among University Students: A Mediating Role Of Social Benefit And Social Overload. *Health Education*, *120*(2), 141–164.

194)   Rofiah, C. (2021). Qualitative Methods: Simple Research With Triangulation Theory Design. *Develop*, *5*(1), 18–28.

195)   Rofiah, C. (2022). Analisis Data Kualitatif: Manual Atau Dengan Aplikasi? *Develop*, *6*(1), 33–46.

196)   Rofiah, C., & Bungin, B. (2021). Qualitative Methods: Simple Research With Triangulation Theory Design. *Develop*, *5*(1), 18–28.

197)   Santos, M. L. B. Dos. (2022). The "So-Called" Ugc: An Updated Definition Of User-Generated Content In The Age Of Social Media. *Online Information Review*, *46*(1), 95–113.

198)   Saxton, G. D., & Waters, R. D. (2014). What Do Stakeholders Like On Facebook? Examining Public Reactions To Nonprofit Organizations' Informational, Promotional, And Community-Building Messages. *Journal Of Public Relations Research*, *26*(3), 280–299.

199)   Schlager, T., & Christen, M. (2021). Market Segmentation. In *Handbook Of Market Research* (Pp. 939–967). Springer.

200)   Selem, K. M., Sigala, M., Shoukat, M. H., Shehata, A. E., & Mkheimer, I. M. (2023). Unperplexing The Nexus Between Physical Evidence And Guest Retention At Beach Resorts: Multiple Sequential Mediation Models. *Journal Of Hospitality Marketing & Management*, *32*(6), 717–744.

201)   Sharpley, R. (2020). Tourism, Sustainable Development And The Theoretical Divide: 20 Years On. *Journal Of Sustainable Tourism*, *28*(11), 1932–1946.

202)   Si, S., Ahlstrom, D., Wei, J., & Cullen, J. (2021). Introduction: Business, Entrepreneurship And Innovation Toward Poverty Reduction. In *Business, Entrepreneurship And Innovation Toward Poverty Reduction* (Pp. 1–20). Routledge.

203)   Siegel, L. A., Tussyadiah, I., & Scarles, C. (2023). Exploring Behaviors Of Social Media-Induced Tourists And The Use Of Behavioral Interventions As Salient Destination Response Strategy. *Journal Of Destination Marketing & Management*, *27*, 100765.

204)   So, K. K. F., Wei, W., & Martin, D. (2021). Understanding Customer Engagement And Social Media Activities In Tourism: A Latent Profile Analysis And Cross-Validation. *Journal Of Business Research*, *129*, 474–483.

205)   Srivastava, G., & Bag, S. (2024). Modern-Day Marketing Concepts Based On Face Recognition And Neuro-Marketing: A Review And Future Research Directions. *Benchmarking: An International Journal*, *31*(2), 410–438.

206)   Story, M., Neumark-Sztainer, D., & French, S. (2002). Individual And Environmental Influences On Adolescent Eating Behaviors. *Journal Of The American Dietetic Association*, *102*(3), S40–S51.

207)   Sun, Y., & Zhang, Y. (2021). A Review Of Theories And Models Applied In Studies Of Social Media Addiction And Implications For Future Research. *Addictive Behaviors*, *114*, 106699.

208)   Tafesse, W., & Wood, B. P. (2021). Followers' Engagement With Instagram Influencers: The Role Of Influencers' Content And Engagement Strategy. *Journal Of Retailing And Consumer Services*, *58*, 102303.

209)   Valeri, M., & Baggio, R. (2021). Italian Tourism Intermediaries: A Social Network Analysis Exploration. *Current Issues In Tourism*, *24*(9), 1270–1283.

210)   Valkenburg, P. M. (2022). Social Media Use And Well-Being: What We Know And What We Need To Know. *Current Opinion In Psychology*, *45*, 101294.

211)   Van Riel, A. C. R., Andreassen, T. W., Lervik-Olsen, L., Zhang, L., Mithas, S., & Heinonen, K. (2021). A Customer-

Centric Five Actor Model For Sustainability And Service Innovation. *Journal Of Business Research*, *136*, 389–401.

212) Wang, G., Qiu, H., & Ren, L. (2023). Determinants Of Tourists' Intention To Share Travel Experience On Social Media: An Fsqca Application. *Current Issues In Tourism*, *26*(16), 2595–2612.

213) Wichmann, J. R. K., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A Global Perspective On The Marketing Mix Across Time And Space. *International Journal Of Research In Marketing*, *39*(2), 502–521.

214) Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2020). Sharing Memorable Tourism Experiences On Mobile Social Media And How It Influences Further Travel Decisions. *Current Issues In Tourism*, *23*(14), 1773–1787.

215) Wu, L., Chiu, M.-L., & Chen, K.-W. (2020). Defining The Determinants Of Online Impulse Buying Through A Shopping Process Of Integrating Perceived Risk, Expectation-Confirmation Model, And Flow Theory Issues. *International Journal Of Information Management*, *52*, 102099.

216) Yuan, Y., Chan, C.-S., Eichelberger, S., Ma, H., & Pikkemaat, B. (2022). The Effect Of Social Media On Travel Planning Process By Chinese Tourists: The Way Forward To Tourism Futures. *Journal Of Tourism Futures*.

217) Zhang, H., Yang, Y., & Bai, B. (2022). The Effects Of Photo-Sharing Motivation On Tourist Well-Being: The Moderating Role Of Online Social Support. *Journal Of Hospitality And Tourism Management*, *51*, 471–480.

218) Zhao, K., Zhang, P., & Lee, H.-M. (2022). Understanding The Impacts Of User-And Marketer-Generated Content On Free Digital Content Consumption. *Decision Support Systems*, *154*, 113684.