International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Integration of Personalization Marketing and Social Media Marketing on Decision to Stay: The Mediating Role of Electronic Word of Mouth (A Study at Kutabex Hotel)

I Made Rai Swadarma[1],Prof. Dr. I Gede Riana, S.E., M.M.[2], Dr. Luh Komang Candra Dewi, S.E., M.M.[3]

[1]Master of Management Program, Faculty of Business, Tourism, and Education, Universitas Triatma Mulya, Badung, Bali, Indonesia
[2]Udayana University
[3]Master of Management Program, Faculty of Business, Tourism, and Education, Universitas Triatma Mulya, Badung, Bali, Indonesia

Abstract

This study analyzes the influence of personalization marketing and social media marketing on the decision to stay, with electronic word of mouth (e-WOM) as a mediating variable at Kutabex Hotel, Kuta, Bali. The research is motivated by the growing importance of digital marketing strategies in the hospitality sector and the role of e-WOM in shaping consumer perception. A quantitative, explanatory research design was applied, with data collected through structured questionnaires distributed to 100 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results reveal that personalization marketing and social media marketing have a positive but not significant direct effect on the decision to stay, while social media marketing significantly influences e-WOM, which in turn significantly influences the decision to stay. e-WOM mediates the relationship between social media marketing and the decision to stay, but not between personalization marketing and the decision to stay. These findings highlight the strategic importance of social media marketing and e-WOM integration in hospitality decision-making.

Keywords: personalization marketing, social media marketing, electronic word of mouth, decision to stay, SEM-PLS.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

Consumer behavior refers to the process through which individuals or groups search for, select, purchase, use, and evaluate products or services to satisfy their needs and desires. In today's digital era, this behavior is increasingly shaped by electronic word of mouth (e-WOM), defined as communication among consumers through online platforms in the form of reviews, comments, ratings, and recommendations. Compared with company-generated marketing messages, e-WOM is often regarded as more credible because it originates from the genuine experiences of other users. Prior studies confirm that e-WOM plays a critical role in shaping trust, perceived risk, and purchase decisions, particularly for intangible services such as hospitality (Filieri et al., 2018), since travelers typically consult online reviews before deciding where to stay.

The decision to stay at a hotel is the outcome of a complex process involving need recognition, information search, evaluation of alternatives, and post-purchase behavior. Within this process, personalization marketing and social media marketing do not only influence guests' decisions directly, but also indirectly through the formation of positive e-WOM. Relevant content, personalized interactions, and engaging social media communication can encourage customers to share their positive experiences, thereby generating strong and far-reaching e-WOM. Chen and Lin (2019) demonstrated that e-WOM functions as a mediating variable that strengthens the relationship between digital marketing activities and purchase decisions, underscoring the importance of examining both direct and indirect pathways of digital marketing effectiveness in hospitality.

The tourism industry in the Kuta area of Bali is characterized by increasingly intense competition, particularly within the hotel sector. Kutabex Hotel, a three-star property located in a strategic tourism zone, faces considerable challenges in attracting and retaining both domestic and international travelers. Guest arrival data for 2025 illustrate this dynamic, as presented below.

Table 1. Number of Guests Staying at Kutabex Hotel Kuta Bali in 2025

No	Month	Number of Guests (persons)	Growth (%)
1	January	4,848	–
2	February	3,996	0.82
3	March	2,891	0.72
4	April	4,741	1.64
5	May	5,305	1.12

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

6	June	5,244	0.99
7	July	5,452	1.04
8	August	5,831	1.07
9	September	5,202	0.89
10	October	5,585	1.07
11	November	4,915	0.88
12	December	5,915	1.20

Source: Kutabex Hotel Kuta Bali, 2026

The number of guests fluctuated substantially throughout the year, declining from January to a low point in March before recovering steadily from April onward and reaching its highest levels in August and December, coinciding with peak holiday and year-end travel seasons.

This fluctuation can largely be attributed to seasonal patterns typical of Bali's hospitality industry, where the low season following the Christmas and New Year holidays reduces visitor volume until around March. Guest numbers rise significantly and remain relatively stable through the middle of the year, peaking temporarily in August before softening again in September and November and climbing to their annual high in December. Such seasonal volatility, combined with the high number of comparable accommodations nearby, easy access to online booking platforms, and increasingly digital consumer behavior, compels Kutabex Hotel to adopt more innovative and adaptive technology-based marketing strategies.

Customer reviews offer additional insight into how Kutabex Hotel is perceived in the digital marketplace, as illustrated below.

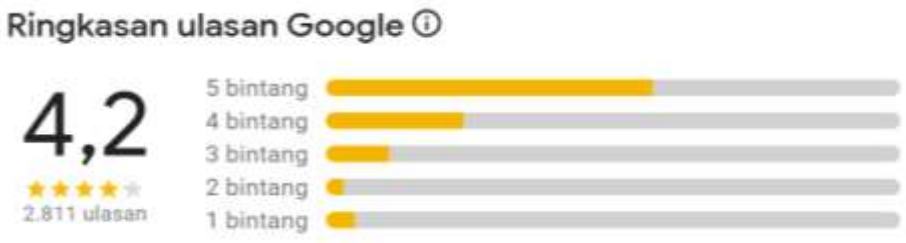


Figure 1. Customer Reviews of Kutabex Hotel Kuta Bali (Google Review)

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The figure summarizes customer feedback sourced from Google Review, showing that Kutabex Hotel has achieved an average rating of 4.2 out of 5 based on 2,811 reviews. The distribution indicates that most ratings fall within the four- and five-star categories, reflecting a relatively high level of guest satisfaction and suggesting that the hospitality experience delivered by the hotel generally meets, and in many cases exceeds, visitor expectations regarding service and facilities.

Nevertheless, a portion of reviews rate the hotel at three stars or below, pointing to areas of dissatisfaction among certain guests. Complaints in these lower-rated reviews commonly reference slow service, facility comfort, cleanliness, and staff responsiveness in handling guest requests. The presence of these critical reviews signals that service quality still requires improvement to create a more consistent and satisfying stay experience. These online reviews collectively illustrate the significant role of e-WOM in shaping prospective guests' perceptions and decisions, since ratings and reviews displayed openly on digital platforms serve as a primary information source before travelers commit to a hotel choice.

The mixed nature of these reviews suggests that Kutabex Hotel's efforts to tailor services to guest needs and preferences have not been fully optimized. Guests who leave positive reviews generally report satisfaction with the personalized service received, whereas those leaving negative reviews often indicate a mismatch between expectations and actual experience. This underscores the importance of a more structured, consistent, and data-driven personalization marketing strategy. In practice, Kutabex Hotel personalizes its marketing communication by sending tailored promotional offers via email, WhatsApp, and online booking applications based on guests' previous booking history, and by offering flexible stay packages such as honeymoon, family, and business packages.

From a social media marketing perspective, the high volume of reviews and favorable ratings indicate that Kutabex Hotel maintains a solid level of digital exposure. Social media and online review platforms function strategically as key channels for building the hotel's image and reputation amid intensifying competition. Kutabex Hotel actively manages accounts on Instagram, Facebook, and TikTok to promote its facilities, ambiance, and offers, using visual content such as photos and videos of rooms, the swimming pool, and the rooftop area near Kuta Beach. However, the frequency and variety of promotional content remain inconsistent, causing engagement rates to fluctuate, while responses to customer inquiries on social media are sometimes not optimally timely.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Electronic word of mouth is particularly influential in shaping Kutabex Hotel's image and reputation, as reviews and ratings on platforms such as Google Review, TripAdvisor, Agoda, and Booking.com serve as key information sources for prospective guests before deciding to stay.



Figure 2. Positive Reviews of Kutabex Hotel Kuta Bali

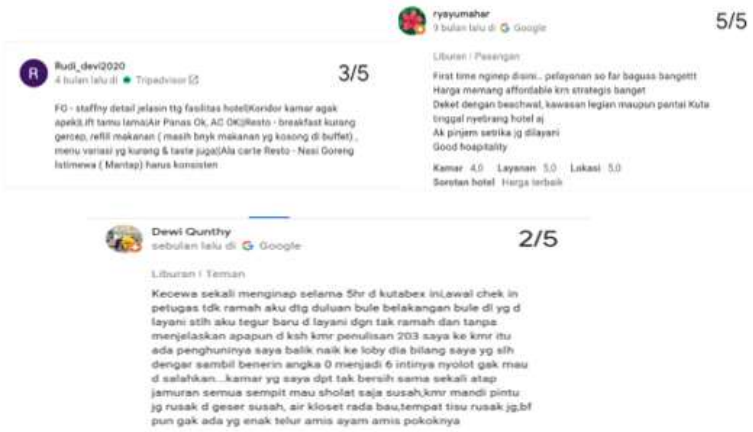


Figure 3. Negative Reviews of Kutabex Hotel Kuta Bali

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Positive reviews commonly highlight the hotel's strategic location, room cleanliness, staff hospitality, and competitive pricing, whereas negative reviews frequently mention lengthy check-in times, limited menu variety, and certain facility shortcomings, together shaping varied perceptions among prospective guests.

The diverse nature of these online reviews creates varying perceptions among prospective customers, which can either strengthen or weaken their intention to stay depending on the dominant sentiment they encounter. This suggests a gap between Kutabex Hotel's digital marketing potential and its actual achievement of guest decisions to stay. Consequently, empirical research is required to comprehensively examine how personalization marketing and social media marketing jointly influence the decision to stay, with electronic word of mouth serving as a mediating mechanism. This study therefore aims to analyze these direct and indirect relationships, contributing both theoretically to digital marketing literature and practically to Kutabex Hotel's strategic marketing decisions.

OBJECTIVES

This study aims:

1. To analyze the influence of personalization marketing on the decision to stay at Kutabex Hotel.
2. To analyze the influence of social media marketing on the decision to stay at Kutabex Hotel.
3. To analyze the influence of personalization marketing on electronic word of mouth at Kutabex Hotel.
4. To analyze the influence of social media marketing on electronic word of mouth at Kutabex Hotel.
5. To analyze the influence of electronic word of mouth on the decision to stay at Kutabex Hotel.
6. To analyze the influence of personalization marketing on the decision to stay through electronic word of mouth at Kutabex Hotel.
7. To analyze the influence of social media marketing on the decision to stay through electronic word of mouth at Kutabex Hotel.

Research Design

This study employs a quantitative approach with an explanatory, cross-sectional design intended to explain the causal relationships between personalization marketing

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

and social media marketing on the decision to stay, with e-WOM as a mediating variable. The independent variables are personalization marketing (X_1) and social media marketing (X_2), the dependent variable is decision to stay (Y), and e-WOM (Z) functions as the intervening variable. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS software, evaluating both the measurement model (outer model) and the structural model (inner model).

Population and Sample

The population consists of all guests who have stayed at Kutabex Hotel and have experience interacting with the hotel's personalization and social media marketing activities. Because the population size is not precisely known, an infinite population approach was used. Sampling was conducted using purposive sampling, with criteria including having stayed at Kutabex Hotel at least once within the past year, having interacted with the hotel's official social media, and willingness to complete the questionnaire in full. Based on SEM-PLS sample-size guidelines of five to ten times the number of indicators (Hair et al., 2019), and with 19 indicators used across all constructs, a sample of 100 respondents was determined, exceeding the minimum requirement of 95.

Research Variables and Instrument

The research variables comprise personalization marketing (X_1), measured through content relevance, customized offers, personalized interaction, use of customer data, and personalized customer experience; social media marketing (X_2), measured through content creation, content sharing, connecting, and community building; e-WOM (Z), measured through intensity, valence of opinion, content quality, credibility, and relevance; and decision to stay (Y), measured through problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. All items were measured using a five-point Likert scale. The complete indicator and questionnaire item structure is summarized in the table below.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 2. Research Variables, indicators, and Questionnaire Items

Variable	Indicator	Questionnaire Item
Personalization Marketing (X_1)	1) Content relevance	1) The promotional information provided by Kutabex Hotel matches my needs as a customer.
	2) Customized offers	2) Kutabex Hotel provides offers tailored to my needs.
	3) Personalized interaction	3) Kutabex Hotel interacts with me personally through various communication channels.
	4) Use of customer data	4) Kutabex Hotel uses customer data to improve service quality.
	5) Personalized customer experience	5) I obtain a stay experience that matches my needs and expectations at Kutabex Hotel.
Social Media Marketing (X_2)	1) Content creation	1) The content created on the company's social media is attractive to view.
	2) Content sharing	2) I can easily share the company's social media content with others.
	3) Connecting	3) The company's social media makes it easy for me to communicate directly.
	4) Community building	4) The company's social media builds an active user community.
Electronic Word of Mouth (e-WOM) (Z)	1) Intensity	1) I often read online reviews and comments about the hotel before deciding to stay.
	2) Valence of opinion	2) Most online reviews about the hotel are positive.
	3) Content quality	3) Online reviews about the hotel are conveyed clearly and are easy to understand.
	4) Credibility	4) I trust the honesty of reviews written by other customers.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	5) Relevance	5) The information in online reviews matches my needs as a prospective guest.
Decision to Stay (Y)	1) Problem recognition	1) I recognize the need to stay at a hotel when planning a trip.
	2) Information search	2) I search for information about the hotel through social media and the internet.
	3) Alternative evaluation	3) I compare the price, facilities, and location of several hotels before choosing one.
	4) Purchase decision	4) I decide to stay after considering the various information available.
	5) Post-purchase behavior	5) I feel satisfied after staying at the hotel.

Source: Kotler et al. (2021); Pradiptarini (2011); Syahputra & Herman (2020)

Data Collection Technique

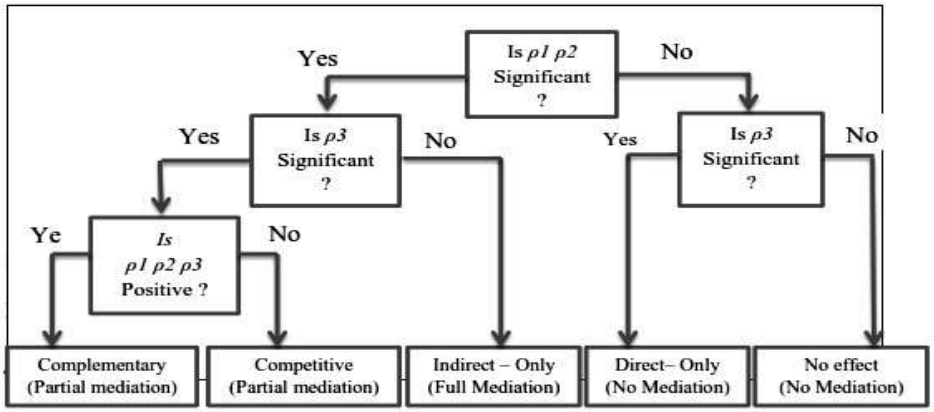
Primary data were collected through questionnaires distributed both online (Google Form) and directly to respondents meeting the sampling criteria, while secondary data were obtained through hotel documentation, visitor records, and relevant literature to support the theoretical framework and interpretation of results.

Data Analysis Technique

Data were analyzed using SEM-PLS, chosen for its suitability with complex structural models, relatively limited sample sizes, and non-normally distributed data. The analysis evaluated convergent validity, discriminant validity, and composite reliability/Cronbach's alpha in the outer model, and R-square, Q-square predictive relevance, and hypothesis testing (via bootstrapping) in the inner model. Mediation testing followed the procedure below, distinguishing direct-only, no-effect, complementary, competitive, and indirect-only mediation types based on the significance and direction of direct and indirect path coefficients.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR



ρ1= *Path coefficent* variabel eksogen ke variabel mediator.
ρ2= *Path coefficent* variabel mediator ke variabel endogen.
ρ3= *Path coefficent* variabel eksogen ke variabel endogen.

Figure 4. Mediation Analysis Procedure (Hair et al., 2010)

DISCUSSION

Respondent Profile and Instrument Quality

The study involved 100 respondents, predominantly male (64%), aged above 40 years (67% combined), working in the private sector (64%), and all domestic guests. All research instruments were confirmed valid and reliable, with Pearson correlation values above 0.3, Cronbach's alpha above 0.6, and outer loading values above 0.70 across all constructs, satisfying convergent and discriminant validity requirements for SEM-PLS analysis. Descriptive results further showed that all four variables personalization marketing (mean 4.34), social media marketing (mean 4.41), e-WOM (mean 4.37), and decision to stay (mean 4.49) fell into the "very good" category, indicating generally favorable guest perceptions across all constructs.

Structural Model and Hypothesis Testing

The structural model produced an R-square of 0.557 for e-WOM and 0.581 for decision to stay, with a Q-square predictive relevance of 0.814, indicating a strong overall model fit. Hypothesis testing results (t-statistic > 1.96, p < 0.05) are summarized below.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 3. Path Coefficients Results

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Personalization marketing → Decision to stay	0.013	0.026	0.100	0.128	0.898
Social media marketing → Decision to stay	0.215	0.210	0.127	1.691	0.092
Personalization marketing → Electronic word of mouth (e-WOM)	0.171	0.272	0.209	0.821	0.412
Social media marketing → Electronic word of mouth (e-WOM)	0.635	0.541	0.204	3.110	0.002
Electronic word of mouth (e-WOM) → Decision to stay	0.583	0.580	0.113	5.163	0.000

Source: Appendix 6

Table 4. Mediation Test Results

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Personalization marketing → Electronic word of mouth (e-WOM) → Decision to stay	0.100	0.157	0.126	0.791	0.430
Social media marketing →	0.370	0.314	0.135	2.743	0.006

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Electronic word of mouth (e-WOM) → Decision to stay					

Source: Appendix 6

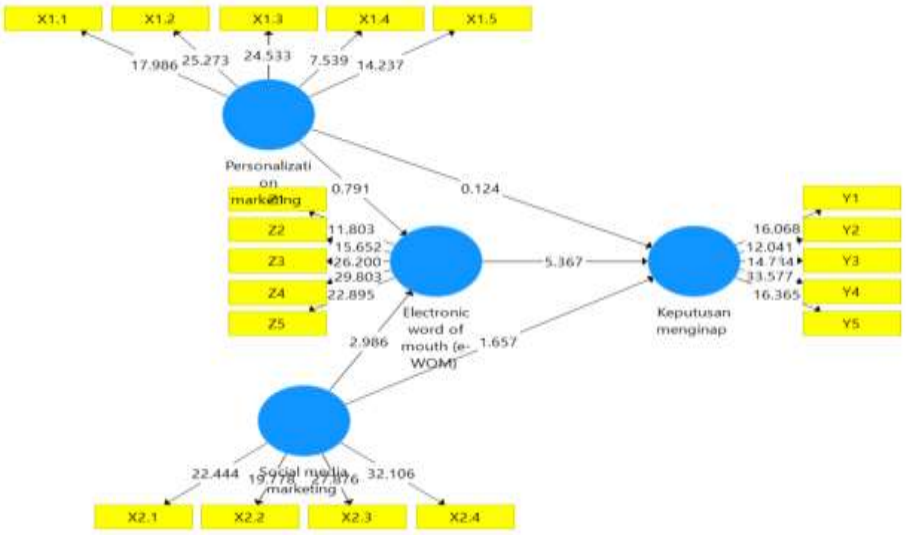


Figure 5. Final Research Model (Path Diagram Results)

Effect of Personalization Marketing on Decision to Stay

Personalization marketing showed a positive but statistically insignificant effect on decision to stay (β = 0.013; t = 0.128; p = 0.898), so Hypothesis 1 is rejected. Guests have not yet treated personalized content, offers, or interaction as a primary consideration in choosing to stay, likely because decisions are more strongly driven by price, location, and overall service quality. This contrasts with Liu et al. (2021) and Nurdianasari (2025), who found personalization to significantly affect purchase decisions.

Effect of Social Media Marketing on Decision to Stay

Social media marketing also showed a positive but statistically insignificant effect on decision to stay (β = 0.215; t = 1.691; p = 0.092), so Hypothesis 2 is rejected. Social media activity appears to function more strongly at the early stages of the decision journey raising awareness and interest than at the final purchase stage, diverging from Pratiwi (2025), who reported a significant effect.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Effect of Personalization Marketing on Electronic Word of Mouth

Personalization marketing showed a positive but statistically insignificant effect on e-WOM (β = 0.171; t = 0.821; p = 0.412), so Hypothesis 3 is rejected. This contrasts with Kotler et al. (2021) and Ismagilova et al. (2021), suggesting e-WOM at Kutabex Hotel is driven more by genuine stay experiences than by pre-purchase personalization.

Effect of Social Media Marketing on Electronic Word of Mouth

Social media marketing showed a positive and statistically significant effect on e-WOM (β = 0.635; t = 3.110; p = 0.002), so Hypothesis 4 is accepted. This is consistent with Desinta and Sugiat (2025), Ismagilova et al. (2021), and Giam and Megawati (2025), confirming social media engagement as a key driver of e-WOM in hospitality.

Effect of Electronic Word of Mouth on Decision to Stay

E-WOM showed a positive and statistically significant effect on decision to stay (β = 0.583; t = 5.163; p = 0.000), so Hypothesis 5 is accepted the strongest path in the model. This aligns with Zeithaml et al. (2020), Giam and Megawati (2025), and Desinta and Sugiat (2025), reinforcing e-WOM's central role in hospitality decision-making.

Mediating Role of E-WOM between Personalization Marketing and Decision to Stay

The indirect effect was positive but statistically insignificant (β = 0.100; t = 0.791; p = 0.430), so Hypothesis 6 is rejected. Since personalization marketing does not significantly influence e-WOM, the mediation chain does not materialize, contrary to Nurdianasari (2025).

Mediating Role of E-WOM between Social Media Marketing and Decision to Stay

The indirect effect was positive and statistically significant (β = 0.370; t = 2.743; p = 0.006), so Hypothesis 7 is accepted. E-WOM effectively mediates social media marketing's influence on decision to stay, consistent with Iksyanti and Hidayat (2022) and Erkan (2016), confirming that guests trust peer-generated reviews more than direct promotional messages.

CONCLUSION

This study concludes that personalization marketing and social media marketing each have a positive but statistically insignificant direct effect on the decision to stay at Kutabex Hotel, indicating that neither strategy alone is sufficient to directly drive guest

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

decisions. Personalization marketing likewise shows no significant effect on electronic word of mouth, whereas social media marketing significantly and positively influences e-WOM. Electronic word of mouth itself significantly and positively influences decision to stay, confirming its central role in the guest decision-making process. In terms of mediation, e-WOM does not significantly mediate the relationship between personalization marketing and decision to stay, but it does significantly mediate the relationship between social media marketing and decision to stay. These findings indicate that the effectiveness of digital marketing in improving decision to stay at Kutabex Hotel is more strongly determined by well-optimized social media marketing capable of generating electronic word of mouth than by personalization marketing efforts, which have not yet produced a significant impact.

REFERENCES

Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. https://doi.org/10.1016/j.techfore.2018.11.025

Desinta, A. V., & Sugiat, M. A. (2025). The impact of luxury hotel experience on brand equity and electronic word of mouth in Jakarta's hospitality industry. *Journal of Economics and Management Issues*, 5(1), 45–58.

Erkan, I. (2016). The influence of electronic word of mouth in social media on consumers' purchase intentions. *Journal of Research in Interactive Marketing*, 10(2), 142–163. https://doi.org/10.1108/JRIM-01-2016-0004

Filieri, R., Raguseo, E., & Vitari, C. (2018). What moderates the influence of e-WOM on consumer behavior? A meta-analysis. *International Journal of Hospitality Management*, 77, 333–341. https://doi.org/10.1016/j.ijhm.2018.07.013

Ghozali, I., & Latan, H. (2020). *Partial least squares: Konsep, teknik, dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris* (3rd ed.). Badan Penerbit Universitas Diponegoro.

Giam, & Megawati. (2025). Dampak electronic word of mouth sosial media terhadap keputusan memilih Nusa Penida sebagai tujuan wisata dengan dimediasi e-trust. *Jurnal Hospitality dan Pariwisata*, 5(1), 1–85.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Iksyanti, & Hidayat. (2022). Pengaruh social media marketing melalui electronic word of mouth pada platform TikTok terhadap keputusan pembelian di Shopee. *Journal of Management*, 5(2).

Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. (2021). *Electronic word of mouth (eWOM) in the marketing context*. Springer.

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

Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of personalized marketing on customer satisfaction and purchase intention. *Journal of Business Research*, 132, 1–12.

Nurdianasari. (2025). A systematic review of personalization strategies in e-commerce: Examining their impact on customer experience and purchase behavior. *Journal of Business Strategy*, 34(2), 115–130.

Pradiptarini, C. (2011). *Strategi pemasaran melalui media sosial*. PT Gramedia Pustaka Utama.

Pratiwi. (2025). Pengaruh social media marketing dan electronic word of mouth terhadap keputusan pembelian pada The Bun House Malang. *Jurnal Manajemen dan Ekonomi Bisnis*, 5(1), 1–13.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.