

MARKETING COMFORT IN USING PUBLICLY SOCIAL MEDIA DATA**Oleh :****Tiara Ramadhani**

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Article Info	Abstract
<i>Article History :</i> <i>Received 16 July - 2022</i> <i>Accepted 25 July - 2022</i> <i>Available Online</i> <i>31 July - 2022</i>	<i>As technology advances, entrepreneurs will have more options to use social media as a marketing platform for their businesses. Although social media platforms have shown to be beneficial to businesses in terms of better understanding what customers and the general public have to say about their products or services, not all customers are comfortable with such approaches. It is related to consumers' belief and expectation that digital platforms will protect their personal private data, so it is also necessary to establish boundaries to ensure that consumers are comfortable with the marketing ethics that marketers utilize when using publicly available social media data. The data was analyzed using multiple linear regression after 61 social media users in Jakarta completed a questionnaire. The findings will reveal the variables that influence the relationship between consumers' marketing comfort and marketers' ethical marketing practices while using publicly available social media data. The R-sq 85,30 percent indicates that all variables have a significant effect on marketing comfort. This study can help marketers make decisions and get insight by using publicly available social media data to alleviate customer concerns and provide convenience about data in the business based on ethical marketing information</i>
<i>Keyword :</i> <i>Business, Consumer, Data Privacy, Digital Platforms, Marketing Ethics, Social Media, Technology</i>	

1. INTRODUCTION

The continuous evolution of technology development provides opportunities for entrepreneur to use social media as a marketing platform for their business. Company communication, product and service marketing, customer and supplier communication, brand improvement, cost reduction, and online sales can all benefit from social media (Yusron et al., 2018). According to data from the publication Digital 2021: The Latest Insights Into The State of Digital, 170 million people in Indonesia have utilized social media out of a total population of 274.9 million. As a result, the penetration rate is approximately 61.8 percent. Youtube, Whatsapp, Facebook, Instagram, and Tiktok are among the most popular social media platforms utilized by Indonesians. In the digital age, the presence of these platforms has become a trend in marketing communications, particularly in business. As an example, Indonesia had the most Instagram users in Asia

Pacific in 2019, and it was also one of the top five countries with the most business Instagram profiles. This demonstrates that practically everyone uses at least one social media platform nowadays.

Although social media platforms have a good impact as a digital platform for company, they also have a negative impact. Nowadays, social media platforms have shown to be quite useful for businesses in terms of better understanding what their customers and the broader public think about their products and services (lee, 2018); However, not all users are comfortable with these approach (Dubois et al., 2018). Users, on the other hand, are becoming more aware of the flow of personal data and are attempting to resolve the theory privacy issues that these platforms provide (Greenwod, 2016). It is consistent with the data privacy protection that will be applied to data marketing purposes. Consumers are said to have a privacy protection belief when they believe and expect that digital

platforms would protect their personal private information from hacking or illegal use (Li et al., 2011). However, it is also necessary to establish boundaries in order to ensure that consumers are comfortable with the marketing ethics that marketers employ when using publicly available social media data. Marketing comfort is defined as a person's willingness to use publicly available information on social media for targeted advertising, customer interactions, and opinion mining (Jenna et al., 2020). Anyone may now take advantage of the Internet's and social media's conveniences and benefits due to rapid technological advancements and the development of social media (Kuo-Cheng, 2021). As a result, marketers can use publicly available social media data with the boundaries that have been perceived by consumers, and it can also make each user's comfort.

Some studies have been conducted on the topic of social media platforms. However, no research on consumer alienation from the perspective of marketing comfort in terms of the communication privacy management theory framework. According to previous studies on online privacy concerns, ideas connected to communication privacy management and marketing comfort have focused on self-disclosure, information privacy concerns, and gratification on marketing comfort in the past (Jenna et al., 2020). Then, this research will be expanded to include the theories of communication privacy management and customer alienation, as well as ethical marketing in the use of social media data in the public.

The objectives of this study were to identify the characteristics of social media users in Jakarta and to examine the factors that influence the relationship between consumers' marketing comfort and three common functions of using social media data for marketing (targeted advertising, customer relations, and product or service opinion mining) and marketers' ethical marketing in using publicly available social media data. While conducting the study, the problem boundaries employed included the scope of the participant area, which was Jakarta residents who use social media and are over the age of 17. The limitation is the sampling that was chosen throughout the survey without considering domicile where they lived.

This study able to assist marketers in making decisions and providing insight while using publicly available social media data to alleviate consumer concerns and provide convenience about data in business based on ethical marketing information. Then, using the information search of ethical marketing to understand the consumer concern and convenience as a basis for consideration of decisions for better improvement, this analysis became the basis for consideration, alternative evaluation, and utilized the information search of ethical marketing to know the consumer concern and convenience.

2. LITERATURE REVIEW

A. Social Media Marketing

Social media platforms have grown as a result of technological advancements, allowing users to post content in a variety of formats, including text, graphics, audiovisuals, and web links (Yash et al., 2021). Social media is frequently used to market and sell products and services in the private sector, and it is frequently used to convey information and encourage user participation in the public sector (Gruzd et al., 2018). "Social media" is a combination of two words: "social" and "media." In this sense, social interactions refer to interactions between people who share a shared interest, a group, or even a community. Through media channels or platforms, users can create and share their own content (Icha & Agwu, 2015).

Despite the fact that social media is praised for allowing users to express themselves and their opinions through user-generated content, many people are concerned about third-party access to their social media data (Gruzd et al., 2018; Marwick et al., 2018). For opinion mining, targeted advertising, and consumer interactions, marketers regularly use publicly available social media data (Jenna et al., 2020). This research will focus on three popular marketing uses of social media data: (1) gaining insights through opinion mining, (2) disseminating information through targeted advertising, and (3) communicating with new or existing customers through customer relations (Boerman et al., 2017; Liu et al., 2017; Malthouse and Li, 2017; Sheng et al., 2018). Pulling (opinion mining), pushing (targeted advertising), and exchanging (information sharing) are the three sorts of informational exchanges that these functions refer to (i.e. customer relations).

B. Communication Privacy Management Theory

The primary intent of CPM theory was to come up with a practical way to understand how to conceive and operationalize the nature of privacy, specifically private information management (Sandra et al., 2019). Individuals believe they own their private information and have the authority to regulate it, according to CPM Theory (Schoeman, 1984). This study investigates the interaction between consumers' information privacy concerns and the CPM hypothesis. Consumer privacy management theory is currently used mostly in social media platforms (Kuo-Cheng et al., 2021). When users communicate with diverse objects, the CPM theory gives an information border to specify which information may be revealed and which cannot (Xingping et al., 2022). When the border is open, privacy owners are willing to share personal information with others via self-disclosure or permitted access; when the border is closed, information flow is restricted. Various people mark the same forms of information as both private and public for different reasons, according to CPM theory and study.

As a result, active engagement in the development of mutually agreed-upon privacy standards can aid in the prevention of privacy breaches while sharing data with others (Sandra et al., 2019). When there is no debate or discussion about how to manage information shared between people, people rely on their own preferences for sharing private information, which invariably leads to privacy breakdowns and instability. Users will pay more attention to privacy prevention and protection if they are concerned about privacy infractions (Li et al., 2019). People may take further efforts to safeguard themselves if they believe their information has been exploited

C. Concern for Information Privacy

Individuals' subjective sense of justice within the confines of information privacy is defined as concern for information privacy (Campbell, 1999). For four operationalized areas of concern for information privacy, Smith et al. (1996) presented 15 measuring items. The four dimensions include collection, illegal secondary use, inappropriate access, and errors. L. Zhao et al., (2012) did a study on customers' online privacy concerns and found that privacy statements, information gathering with consent, privacy control, and information based on

advantages can successfully alleviate privacy concern.

When individuals' privacy rights are compromised, they protect themselves by reacting negatively to organizational information practices (Smith et al., 1996). Because they rely on their ability to obtain vast volumes of personal information as customer data (Son and Kim, 2008), information privacy is a major ethical issue for online businesses. As a result, an organization's first priority for generating customer confidence should be safeguarding customer data to address consumer concerns and also to avoid data breaches that could harm the company's reputation, this should occur before the organization's intention to use customer data (Chua et al., 2018).

D. Self-disclosure

Self-disclosure is the act of sharing or vocally transferring personal thoughts, opinions, emotions, or feelings to others (Schlosser et al., 2020). Because self-disclosure is about personal information, privacy risks and concerns have been investigated in a variety of study methods, either as an independent variable or as a dependent variable (Cozby, 1973). Self-disclosure was included as an independent variable in this study, and it was expected to have an effect on marketing comfort.

Many psychologists believe that people are more willing to share personal information with strangers because they feel safer knowing that it will not be shared with their friends and acquaintances, who have direct control over their life (Derlega & Chaikin, 1977). When a user's awareness of social media is high, he or she will disclose more personal information; yet, when the platform's operation or operational style differs from personal opinions, self-disclosure is generally low (Kuo-Cheng et al., 2021)

E. Consumer Alienation

Consumer alienation occurs when users of social media feel disconnected from the platform's standards and ideals, which include corporate ethics (Schwaig et al., 2013). Users of social media platforms, on the other hand, believe they are unable to customize their privacy settings to meet their specific needs, leaving them powerless in the face of data privacy concerns and a lack of trust in the platforms. If people do not get the desired results from social media, they will become

progressively alienated from the Internet (Kuo-Cheng et al., 2021).

In terms of business ethics, consumer alienation entails a sense of estrangement from the marketplace's norms and ideals (Jaime et al., 2018). According to Seeman (1959), there are five different interpretations of alienation: powerlessness, meaninglessness, normlessness, isolation, and self-estrangement. As a result, when users become aware of data privacy concerns, they either feel powerless in the face of social media's privacy safeguards or believe the system is not standardized (Schwaig et al., 2013). Users that are aware of data security vulnerabilities and believe that social media platforms cannot improve their data privacy policies opt out of the platform's privacy regulations (Jaime et al., 2018).

F. Hypothesis Development

Marketing experts must deal with more sophisticated and subtle ethical dilemmas that require a high level of technical and ethical literacy, as marketing has always had ethical issues. There are scholarly disputes regarding normative ethics (what should be), positive ethics (what is or could be), consumer ethics (what moral norms should consumers follow), and virtue ethics (what is ethical) in the contemporary marketing ethics debate (Hunt and Vitell, 2006; Murphy et al., 2007). Some research have focused into the ethical aspects of marketing and consumer protection in social networking through data privacy concerns. When faced with information privacy issues, Kuo-Cheng et al., 2021 studied whether social media users will reveal information or take further precautions to preserve their private. People also looked at how they manage their privacy and self-disclosure by looking at information security knowledge and perceived privacy control, as well as privacy concerns and customer calibration aspects.

Jaime et al., 2018 look into customer perceptions of social media availability, which has given marketers a wealth of data to employ for strategic insight and digital marketing. Jenna et al., 2020 study the association between information security knowledge, privacy concern, consumer alienation, privacy risk belief, lurking, and self-concealment in social networking sites, as well as the mediation effects of privacy concern/consumer alienation. Then, this study focused on the consumer, extending the communication privacy management theory to demonstrate that

consumers with open boundaries are more likely to be convenience with marketers in utilizing publicly available social media data. Marketing comfort in this study was concentrated on three roles in data usage for targeted advertising, customer relations, and product or service opinion mining for this study. As a result, the hypotheses examined in this study were.

H1 : Consumers' alienation of using social media have the effect with the comfort with marketers using their publicly available social media data.

The dimension used in information privacy concern are four namely errors, collection, unauthorized access, and secondary use (Osatuyi et al., 2015; Schwaig et al., 2013).

H2 : Consumers' self disclosure of using social media have the effect with the comfort with marketers using their publicly available social media data.

The dimension used in self disclosure are four namely amount of depth, polarity, accuracy, and intent (lai and Yang, 2015).

H3 : Consumers' information privacy concern of using social media have the effect with the comfort with marketers using their publicly available social media data. The figure below was the conceptual framework of these study.

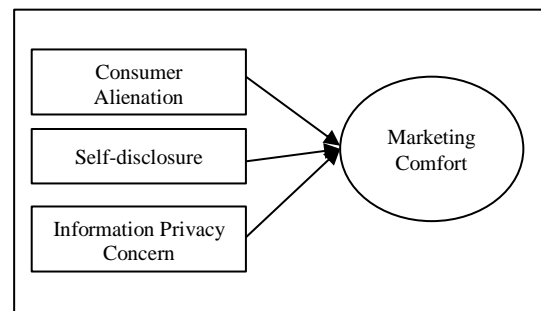


Figure 1. Conceptual Framework

3. RESEARCH METHODOLOGY

A. Research Paradigm

The positivist research paradigm was utilized in this study. The research approach is deductive since this study built the concept and theory as a hypothesis from a general premise to a specific one, then validated it with measurement, which served as a tool to prove the hypothesis. Because the data would be collected in one time, the time dimension employed in this study is cross sectional.

However, the time of data collection may not be in one time or period time

B. Research Design

For the data source in this study used primary data as a source of information. The data was collected by a questionnaire survey of social media users in Jakarta who were over the age of 17 years old. The number of social media users in Jakarta will be calculated using Slovin with a population size of 500. Then, the number of samples collected used the Slovin test with a 500 population is 61 samples of respondents. The data was collected through snowball sampling. The data collection period is two weeks. The questionnaire construction will be reviewed by pra-survey to 30 respondents before the survey is conducted. It was utilized to determine the instrument's validity and reliability in this study. Statistical software such as spss can be used to measure validity and reliability tests. Cronbach Alpha is used to calculate the reliability score. Validity score based on Moment Product Pearson Correlation. The online survey was then circulated via Google Forms.

C. Variables

The study collects data by modifying validated scales that were currently used in the literature as shown in table 3.1. This study's instrument was a questionnaire with closed-ended and open-ended questions that included statements about the research variables. The demographics of the respondents in this study, including gender, age, and social media platforms used. In each variable, four dimensions were used to assess concerns about information privacy and self-disclosure. Twelve questions were used to gauge consumer alienation. These factors focused on three common roles of employing social media data for marketing, including targeted advertising, customer relations, and product or service opinion mining, for marketing comfort. Some variables are on a likert scale, which allows them to be used as a continuous variable during data analysis. So that there are six predictor variables and one response variable in this study shown in the below, which is based on a questionnaire.

Table 1. Variable of The Research

Variable	Indicator/Category	Scale	Adoption
Marketing comfort	Targeted advertising	Likert	Jenna et al., 2020
	Customer relations		

Variable	Indicator/Category	Scale	Adoption
	Opinion mining about product or services		
Gender	Male	Categorical	Waqar et al., 2020
	Female		
Age	18-24	Categorical	Tareq et al., 2021
	25-34		
	35-44		
	45 and over		
The number social media platform used	-	Ratio	Jenna et al., 2020
Information privacy concern	Errors	Likert	Osatuyi et al., 2015; Schwaig et al., 2013
	Collection		
	Unauthorized access		
	Secondary use		
Self-disclosure	Amount of depth	Likert	Lai and Yang, 2015
	Polarity		
	Accuracy		
	Intent		
Consumer Alienation	-	Likert	Jaime et al., 2018

D. Ethics

The researcher has described the study's contents while collecting data from the survey. Written informed consent was sought from those who were interested in participating. Because Google Forms eliminates the need to manually enter respondent data, data coding errors could be reduced. The questionnaire was written in Bahasa Indonesia to make it easier for participants to understand the basic concept and reduce confusion in questionnaire.

E. Steps

The steps for doing this research are outlined below.

1. Constructed the problems
2. Defined the survey's indicators and variables.
3. Created a questionnaire
4. Conducted a pre-survey
5. Conducted validity and reliability tests
6. Conducted a survey
7. Data pre-processing
8. Examined the data's characteristics.
9. Confirmed the hypothesis
10. Examined the outcome
11. Made suggestions and conclusions.

4. RESULT AND DISCUSSION

Before collected the data, firstly checked the instrument that will be used. However, after the data has been collected, it is necessary to do pre-processing data. This study checked the

outliers uses Grubbs test. Then, next steps in pre-processing data were check noise and missing value in all variables. Based on the results of a survey, no missing values were found so that further analysis could be continued. While gathered the data for pra-survey or pilot test, a validity test was performed to determine whether or not a questionnaire was valid. A questionnaire is deemed to be valid if the questions on it can expose an issue that the questionnaire will measured. Validity and reliability tests were carried out on statement items. Before conducted survey to 61 respondents based on the calculation of the sample obtained, the validity and reliability test was carried out first on 30 respondents.

This study uses r and minitab software to analyze the data and then the hypothesis were tested using multiple linear regression. First, the demographic were conducted from milenials. The proportion age social media users in Jakarta from range 18-24 were 31,15% or 19 participants and range 25-34 were 68,85% or 42 participants. In this study, more than a

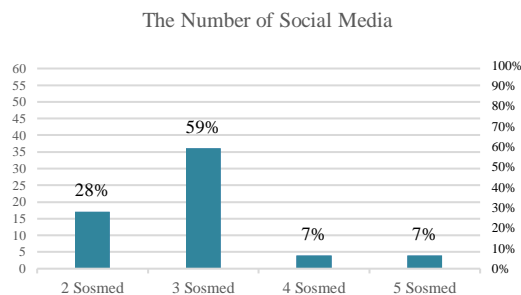


Figure 2. Number of Social Media

From the figure 2 above, it shows that all of the milenials in this study have minimum two active social media platforms with the most they have were Instagram and twitter platforms. In addition, this figure shows that 59% or 36 millennials were using three social media. People are enjoying the growing prevalence of social networking sites communities, as well as their rapid popularity, due to technological advancements (Jaime et al., 2018).

Social Media Platforms

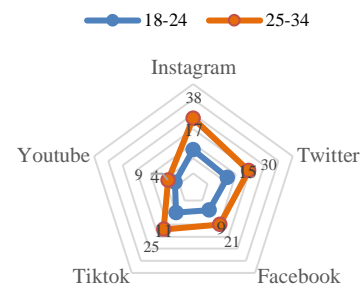


Figure 3. Distribution of Social Media Platforms

In figure 3 shows that based on open-ended question, the millennials participants have variety in social media platforms such as Instagram, Twitter, Tiktok, Facebook, and Youtube. From 61 millenials, Instagram platforms was the highest number used in all ages category. Then, as shown in table 2, the sample characteristics from the statement/question used in the instrument was explained as follows.

Table 2. Sample Characteristics

Sample characteristics	M (SD)	Min, max
Consumer alienation		
Advertisements generally show realistic images of their items.	2.38 (0.61)	2,4
It is not uncommon for enterprises to deceive the public.	3.34 (0.96)	2,5
Businesses on social media platforms don't care why people buy their items as long as they create profit.	3.03 (0.77)	2,5
Unethical behaviors abound in the social media platform business.	3.08 (0.80)	2,5
Marketing comfort (How comfortable would you be if information about you or information that you have publicly put on social media was used for...?)		
Targeted advertising	2.87 (0.76)	2,4
Customer relation	2.95 (0.82)	2,4
Opinion mining about product and service	2.85 (1.08)	1,4

In this study, response variable used was consumer comfort and predictor variable were information privacy concern, consumer alienation, and self disclosure with the control variables were age, gender, and number of social media used. In examined the data that will be used to conclude the condition of the sample, a hypothesis testing is needed, in which the results of testing the hypothesis are said to be valid if several conditions were met, including normality, homogeneity of variance, and linearity. In this study, the assumptions that must be fulfill in the regression analysis are normality, multicollinearity, autocorrelation test, and heteroscedasticity. The following were the examination assumptions test.

- Normality test

The first test carried out is the normality test. Visually, the normal probability plot and the QQ plot show that the data distribution for each variable almost didn't followed the fitted line and the peak was not symmetrical so that the data not normally distributed. In addition, the results of examined the normal distribution of social media users can used the Kormogolov Smirnov Test because the sample used was more than 30. Because of the critical area will reject H_0 , if $p\text{-val} < 0.05$. Based on tested uses Kormogolov Smirnov (KS) has significance value 0.01 or less than 0.05 which is rejecting H_0 means the data was not normally distributed. So, to overcome the residuals are not normally distributed uses the transformation. However, before transforming the data, the skewness and kurtosis are checked first so that the method steps for data transformation can be taken. Skewness and kurtosis can provide initial indicators to see the condition of the data distribution, skewness shows a measure of asymmetry in the distribution of a set of values. Meanwhile, kurtosis shows the degree of sharpness of the distribution (tailness). The greater the value of kurtosis, the sharper the curve. In this case, all variables show a slope coefficient of more than 0 so that the skewness has a positive distribution. In kurtosis, it shows that the kurtosis coefficient value of all variables was more than 0.24 so it called leptokurtic. Based on this, the transformation was carried out using Box-Cox. From this transformation, the significance value become 0,065 which is greater than 0,05 so that the decision was accept H_0 and data normally distributed. The result of this data transformed was used to examine other assumptions.

ii. Heterocedasticity test

The heteroscedasticity test is used to see if the residuals have an identical variance across all observations. This study uses the Glejser test which was carried out by regressing between the independent variables with the absolute value of the residual. The following was the detection of heteroscedasticity using the Glejser Test. The critical area was reject H_0 , if $\text{sig} < 0.05$ Based on this, the results of the Glejser test all independent variables have a sig value > 0.05 so that accept H_0 and there are no symptoms of heteroscedasticity.

iii. Autocorrelation test

Autocorrelation is a correlation that occurs between observations in one variable. The autocorrelation detection uses the Durbin

Watson Test. The value of d is 1.840. This value was greater than the value of dU at the 5% significance level with $n = 61$ which is 1.767 and less than $4-dU = 2.233$ so that $dU < d < 4-dU$. Thus, it can be concluded that there was no autocorrelation.

iv. Multicollinearity test

Multicollinearity detection can be done in two ways, both before the modeling and during the modeling. Before the modeling must be done with the correlation matrix. Meanwhile, during the modeling it can be checked through the VIF value. If more than 10 then there is multicollinearity. The result in this study shows that all variables have VIF value less than 10 so there were no multicollinearity issue. These several test results indicate that all assumptions were fulfill, it can be continued in the next analysis.

After examined the classical assumptions, the next step was perform the MLR analysis. This technique was used to see how consumers' marketing comfort affected three common functions of using social media data for marketing (targeted advertising, customer relations, and product or service opinion mining), as well as marketers' ethical marketing in using publicly data that available. The regression results are shown in the table below.

Table 3. Output of MLR

Independent variables	Standardized beta coefficients	Significance val
Consumer alienation	-0.326	0.037**
Self disclosure	1.217	0.023**
Information privacy concern	0.114	0.005**

For the R-sq value in this model was 65.30% indicates that all predictor variables in the study were able to explain the response variable of 65.30%, the remaining 34.70% was explained by others variables not included in this research model.

People are known for using user-generated material on social media to express themselves and their opinions (van Dijck, 2009). The majority of social media users in this survey are millennials (generation Y and Z) between the ages of 18 and 35. Surprisingly, the results revealed that millenials virtually always used Instagram and Twitter, and that they were almost always active on two social media networks. As we all know, technological advancements have allowed social media to not only give a forum for conversation, but also to allow users to easily and quickly convey their thoughts, ideas, and knowledge with others (Pi, Chou, & Liao, 2013). Furthermore, the majority

of respondents were uncomfortable with marketers' use of publicly available social media data. This was in accordance with the findings of (Jenna et al., 2020), which also suggest that social media users aren't only passive consumers of advertisements. Individuals are actively considering risks and benefits, implying that CPM theory can be applied to social media data and marketing.

All three hypotheses are supported by influenced in marketing comfort, which is in line with the CPM theory. This was inline with many researcher that information privacy concern, self disclosure, and consumer alienation impacted in consumer comfort in using SNS's especially social media (Jaime et al., 2018; Jenna et al., 2020; Kuo-Cheng, et al., 2021). From the result of multiple linear regression shows this model has R-sq value of 65.30% fulfilled the classical residual assumption in multi linear regression, namely $\epsilon_i \sim iidn(0, \sigma^2)$. $iidn(0, \sigma^2)$ means independent, identical; and $n(0, \sigma^2)$ means normally distributed with mean and variance 0 dan σ^2 respectively. Consumer alienation, self-disclosure, and concerns about data privacy all have a big effect on the customer comfort. This demonstrates that social media users have a basic awareness of information security and are aware of the security risks and negative consequences of utilizing the platform. Furthermore, the findings reveal that, in terms of privacy concerns and consumer alienation among social media users, consumers are concerned that the information they share on social media may be misused. As a result, consumers become more sensitive to the flow of information, particularly negative information. The user's understanding of information privacy in the context of social media users is related to why consumers are concerned about personal privacy or whether they agree with the platform or not.

Customers think and expect that digital platforms will protect their personal information, so it is important and necessary to create the boundaries to ensure that consumers are comfortable with the ethics in marketing that marketers apply when using publicly available social media data. Then related to the marketers ethical marketing in using the data so that this study can be decision making and give an insight for marketers while used publicly available social media data. This can be

alleviate consumer concerns and convenience about the data in business based on ethical marketing information by giving the opportunity form marketers to explain to public while gather the data of users. Eventhough this action needs concerns for many stakeholders to gain the ethics that effectively addressing customer concerns to make the convenience in all users. Furthermore, while there may be an impact on privacy management and self-disclosure, social media use will always exist indefinitely as the advancement of technology evolution. So that the industry should place a greater emphasis on maintaining user privacy and establishing a comprehensive protection mechanism

5. CONCLUSION

Overall, this study extend to the theory of communication privacy management, provides new insights and enhance the understanding about the relationship between consumers marketing comfort on three common functions of using social media data for marketing (targeted advertising, customer relations, opinion mining about products or service) and marketers ethical marketing in using available social media data in public. The limitations of this study comes from the limit number of sample so that the result can't be generalized in other country. Suggestions for further research include adding relevant theory factors (e.g., trust, motivation, etc.) that have been shown to influence marketing comfort in order to improve the model's prediction findings and extend the conceptual framework for the future then also can combine the statistical method with others analytical techniques method.

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