

List of References

- Abdel-Rahim, F. & Ali, M. (2016) A Study on Impact of Graphic Design on Marketing in Sultanate of Oman. Shanlax. *International Journal of Arts, Science and Humanities*, 4(2), 65-76.
- Abu-Alhaija, A. (2019) Quantitative Research or Qualitative Research: From Epistemology to Structural Equation Modeling: An Essential Guide in Understanding the Principles of Research Philosophy in Selecting the Appropriate Methodology. *Australian Journal of Basic and Applied Sciences*, 13, 122-128.
- Ahmad, I. (2018) *The History of Social Media [Infographic]*. Available online: <https://www.socialmediatoday.com/news/the-history-of-social-media-infographic-1/522285/> [Accessed 14/07/2021].
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K. & Algharabat, R. (2017) Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Albano, P., Guerreiro, J. & Rita, P. (2019) The Impact of Video versus Text Reviews on Consumer Intention to Purchase. *2019 14th Iberian Conference on Information Systems and Technologies (CISTI)*, 1-5.
- Antoci, A., Sabatini, F. & Sodini, M. (2014) Bowling Alone but Tweeting Together: the Evolution of Human Interaction in the Social Networking Era. *Quality and Quantity*, 48, 1911-1927.
- Appel, G., Grewal, L., Hadi, R. & Stephen, A. T. (2020) The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95.
- Aral, S., Dellarocas, C. & Godes, D. (2013) Introduction to the Special Issue —Social Media and Business Transformation: A Framework for Research. *Information Systems Research*, 24, 3-13.
- Attfield, S., Kazai, G., Lalmas, M. & Piwowarski, B. (2011) Towards a science of user engagement (Position Paper).
- Bahn, G. & Massenburg, R. (2008) Deal with Excess Zeros in the Discrete Dependent Variable, the Number of Homicide in Chicago Census Tract.
- Bakar, M. H. A., Desa, M. A. M. & Mustafa, M. (2015) Attributes for Image Content that Attract Consumers' Attention to Advertisements. *Procedia - Social and Behavioral Sciences*, 195, 309-314.
- Bekalu, M. A., McCloud, R. & Viswanath, K. (2019) Association of Social Media Use With Social Well-Being, Positive Mental Health, and Self-Rated Health: Disentangling Routine Use From Emotional Connection to Use. *Health Education & Behavior*, 46, 69-80.

- Bell, E., Bryman, A., Harley, B. & Bryman, A. (2019) *Business research methods*, Fifth edition. Oxford, United Kingdom: Oxford University Press.
- Bertot, J. C., Jaeger, P. T. & Hansen, D. (2012) The impact of polices on government social media usage: Issues, challenges, and recommendations. *Government Information Quarterly*, 29(1), 30-40.
- Bharati, P., Zhang, C. & Chaudhury, A. (2014) Social media assimilation in firms: Investigating the roles of absorptive capacity and institutional pressures. *Information Systems Frontiers*, 16, 257-272.
- Bhayani, S. & Vachhani, N. V. (2014) Internet Marketing vs Traditional Marketing: A Comparative Analysis. *FIIB Business Review*, 3(3), 53-63.
- Bhimani, H., Mention, A.-L. & Barlatier, P.-J. (2019) Social media and innovation: A systematic literature review and future research directions. *Technological Forecasting and Social Change*, 144, 251-269.
- Blackshaw, P. & Nazzaro, M. (2006) *Consumer-Generated (CGM) 101: Word Of Mouth In the age of the Web Fortified consumer*. Available online: <https://www.yumpu.com/en/document/read/6837546/consumer-generated-media-cgm-101-nielsen-online> [Accessed 27/07/2021].
- Bonsón, E., Royo, S. & Ratkai, M. (2015) Citizens' engagement on local governments' Facebook sites. An empirical analysis: The impact of different media and content types in Western Europe. *Government Information Quarterly*, 32(1), 52-62.
- Bretschneider, S. & Parker, M. (2016) Organization formalization, sector and social media: Does increased standardization of policy broaden and deepen social media use in organizations? *Government Information Quarterly*, 33(4), 614-628.
- Britannica, T. E. o. E. (2020) *Twitter microblogging service*. Available online: <https://www.britannica.com/topic/Twitter> [Accessed 14/07/2021].
- Buell, R. W., Porter, E. & Norton, M. (2018) Surfacing the Submerged State: Operational Transparency Increases Trust in and Engagement with Government. *Manufacturing & Service Operations Management*.
- Chan, T., Zheng, X., Cheung, C., Lee, M. & Lee, Z. (2014) Antecedents and consequences of customer engagement in online brand communities. *Journal of Marketing Analytics*, 2.
- Clark, J., Algae, S. & Green, M. (2017) Social Network Sites and Well-Being: The Role of Social Connection. *Current Directions in Psychological Science*, 27, 096372141773083.
- Coelho, R. L. F., Oliveira, D. S. d. & Almeida, M. I. S. d. (2016) Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics. *Online Information Review*, 40.

- Comm, J. & Taylor, D. (2015) *Twitter power 3.0: how to dominate your market one tweet at a time*. Translated from English by. Hoboken: John Wiley & Sons.
- Constantinides, E. (2013) *Foundations of Social Media Marketing*, 148.
- Cooper, D. R. & Schindler, P. S. (2014) *Business Research Methods* McGraw-Hill Education.
- Creswell, J. W. (2015) *A Concise Introduction to Mixed Methods Research*. Los Angeles: Sage Publications, Inc.
- Criado, J. I., Sandoval-Almazan, R. & Gil-Garcia, J. R. (2013) Government innovation through social media. *Government Information Quarterly*, 30(4), 319-326.
- Cvijikj, I. P. & Michahelles, F. (2013) Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3.
- Davis, D. F., Golicic, S. L. & Boerstler, C. N. (2011) Benefits and challenges of conducting multiple methods research in marketing. *Journal of the Academy of Marketing Science*, 39(3), 467-479.
- De Langhe, R. & Schliesser, E. (2017) Evaluating Philosophy as Exploratory Research. *Metaphilosophy*, 48, 227-244.
- de Vries, L., Gensler, S. & Leeflang, P. S. H. (2012) Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83-91.
- Denhardt, R. & Denhardt, J. (2000) The New Public Service: Serving Rather Than Steering. *Public Administration Review*, 60, 549-559.
- Di Gangi, P. & Wasko, M. (2016) Social Media Engagement Theory. *Journal of Organizational and End User Computing*, 28, 53-73.
- Dijck, J. v. (2013) *The culture of connectivity: a critical history of social media*. New York: Oxford University Press.
- Doney, J., Wickle, O. & Martinez, J. (2020) Likes, Comments, Views: A Content Analysis of Academic Library Instagram Posts.
- Dörnyei, Z. (2007) *Research methods in applied linguistics: quantitative, qualitative, and mixed methodologies*. New York: Oxford University Press.
- Drury, G. (2008) Opinion piece: Social media: Should marketers engage and how can it be done effectively? *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 274-277.
- Duffett, R. (2015) Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research: Electronic Networking Applications and Policy*, 25.

- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A. & Wang, Y. (2021) Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
- Easterby-Smith, M., Thorpe, R., Jackson, P. & Jaspersen, L. J. (2018) *Management & business research*, 6th edition. Los Angeles: SAGE.
- Ellison, N., Steinfield, C. & Lampe, C. (2007) The Benefits of Facebook “Friends:” Social Capital and College Students’ Use of Online Social Network Sites. *J. Computer-Mediated Communication*, 12, 1143-1168.
- Field, A. P. (2018) *Discovering statistics using IBM SPSS statistics*, 5th edition. Los Angeles: SAGE.
- Filieri, R. (2016) What makes an online consumer review trustworthy? *Annals of Tourism Research*, 58, 46-64.
- Griethuijsen, R., Eijck, M., Educ, R., Griethuijsen, R., Eijck, M., Pj, B., Haste, H., Skinner, N., Mansour, N., Savran, A. & Boujaoude, S. (2015) Global Patterns in Students’ Views of Science and Interest in Science. *Research in Science Education*, 45.
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2019) *Multivariate data analysis*, Eighth edition. Australia: Cengage.
- Hair, J. F., Celsi, M., Money, A. H., Samouel, P. & Page, M. (2016) *Essentials of business research methods*, Third edition. New York: Routledge.
- Hall, J., Kearney, M. & Xing, C. (2018) Two tests of social displacement through social media use. *Information, Communication & Society*, 22, 1-18.
- Halvorsen, T., Hauknes, J., Miles, I. & Røste, R. (2005) *Innovation in the Public Sector On the differences between public and private sector innovation*.
- Hanna, R., Rohm, A. & Crittenden, V. (2011) We’re all connected: The power of the social media ecosystem. *Business Horizons*, 54, 265-273.
- Harrison, G. D. (2020) *The History of Instagram*. Available online: <https://instazood.com/blog/the-history-of-instagram/> [Accessed 14/07/2021].
- Henderson, A. & Bowley, R. (2010) Authentic Dialogue? The Role of “Friendship” in a Social Media Recruitment Campaign. *Journal of Communication Management*, 14.
- Hinson, R., Boateng, H., Renner, A. & Kosiba, J. P. (2018) Antecedents and Consequences of Customer Engagement on Facebook: An Attachment Theory Perspective. *Journal of Research in Interactive Marketing*, 13.

- Hofmann, S., Beverungen, D., Räckers, M. & Becker, J. (2013) What makes local governments' online communications successful? Insights from a multi-method analysis of Facebook. *Government Information Quarterly*, 30(4), 387-396.
- IBM (2014) *Omnibus Test*. Available online: <https://www.ibm.com/docs/en/spss-statistics/23.0.0?topic=models-omnibus-test> [Accessed 03/08/2021].
- IBM (n.d.) *Goodness-of-Fit Statistics*. Available online: <https://www.ibm.com/docs/en/spss-statistics/SaaS?topic=models-goodness-fit-statistics> [Accessed 07/08/2021].
- Ibrahim, M. & Al Falasi, S. (2014) Employee loyalty and engagement in UAE public sector. *Employee Relations*, 36(5), 562-582.
- Jaakonmäki, R., Müller, O. & Brocke, J. (2017) The Impact of Content, Context, and Creator on User Engagement in Social Media Marketing, *HICSS*.
- Jayasingh, S., Thiagarajan, T. & Arunkumar, S. (2018) Post content and its effect on consumer engagement rate in Indian life insurance Facebook brand pages. *International Journal of Engineering and Technology(UAE)*, 7, 795-799.
- Kaplan, A. M. & Haenlein, M. (2010) Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kapoor, K., Tamilmani, K., Rana, N., Patil, P., Dwivedi, Y. & Nerur, S. (2018) Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20.
- Kemp, S. (2021) *Digital 2021: Indonesia*. Available online: <https://datareportal.com/reports/digital-2021-indonesia> [Accessed 14/07/2021].
- Kernaghan, K. (2000) The Post-Bureaucratic Organization and Public Service Values1. *International Review of Administrative Sciences*, 66(1), 91-104.
- Ketron, S. (2017) Investigating the effect of quality of grammar and mechanics (QGAM) in online reviews: The mediating role of reviewer credibility. *Journal of Business Research*, 81, 51-59.
- Khan, G. F., Swar, B. & Lee, S. K. (2014) Social Media Risks and Benefits: A Public Sector Perspective. *Social Science Computer Review*, 32(5), 606-627.
- Kim, S. & Baek, T. H. (2018) Examining the antecedents and consequences of mobile app engagement. *Telematics and Informatics*, 35(1), 148-158.
- Kim, T. (2015) T test as a parametric statistic. *Korean Journal of Anesthesiology*, 68, 540.
- Klassen, K., Borleis, E., Brennan, L., Reid, M., McCaffrey, T. & Lim, M. (2018) What do people like? An analysis of social media strategies used by food industry brands, lifestyle brands and health promotion organizations on Facebook and Instagram. *Journal of Medical Internet Research*, 20.

- Lai, L. & To, W. M. (2015) Content analysis of social media: A grounded theory approach. *Journal of Electronic Commerce Research*, 16, 138-152.
- Lavrakas, P. J. (2008) *Encyclopedia of Survey Research Methods*. Thousand Oaks: SAGE Publications.
- Lee, D., Hosanagar, K. & Nair, H. (2013) The Effect of Advertising Content on Consumer Engagement: Evidence from Facebook.
- Lee, S.-W. & Cha, K.-J. (1998) An Effective Algorithm of Power Transformation: Box-Cox Transformation. *Journal for History of Mathematics*, 11(2), 63-76.
- Leonardi, P., Huysman, M. & Steinfield, C. (2013) Enterprise Social Media: Definition, History, and Prospects for the Study of Social Technologies in Organizations. *Journal of Computer-Mediated Communication*, 19.
- Li, F. F., Larimo, J. & Leonidou, L. (2020) Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51-70.
- Li, Y. & Xie, Y. (2019) Is a Picture Worth a Thousand Words? An Empirical Study of Image Content and Social Media Engagement. *Journal of Marketing Research*, 57(1), 1-19.
- LinkedIn (2021) *About LinkedIn*. Available online: <https://about.linkedin.com/> [Accessed 14/07/2021].
- Lozan, T. (2019) *[Instagram Content Study]: We looked at 7,433,417 posts to find out the recipe for the most engaging Instagram post*. Available online: <https://www.socialinsider.io/blog/instagram-content-research/#carousel> [Accessed 07/07/2021].
- Luarn, P., Lin, Y.-F. & Chiu, Y.-P. (2015) Influence of Facebook brand-page posts on online engagement. *Online Inf. Rev.*, 39, 505-519.
- Lundmark, L., Oh, C. & Verhaal, J. C. (2017) A little Birdie told me: Social media, organizational legitimacy, and underpricing in initial public offerings. *Information Systems Frontiers*, 19.
- Malita, L. (2011) Social media time management tools and tips. *Procedia Computer Science*, 3, 747-753.
- Mangold, W. G. & Faulds, D. J. (2009) Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.
- Matei, A. & Bujac, R. (2016) Innovation and Public Reform. *Procedia Economics and Finance*, 39, 761-768.
- Memon, S., Syed, S. & Qureshi, J. (2017) Philosophical and Methodological Aspects of a Mixed-Methods Research: A Review of the Academic Literature, 1, 31-49.

- Mergel, I. (2012) *Social Media in the Public Sector: Participation, Collaboration, and Transparency in the Networked World*.
- Mergel, I. (2013) A framework for interpreting social media interactions in the public sector. *Gov. Inf. Q.*, 30, 327-334.
- Mills, A., Durepos, G. & Wiebe, E. (2010) 15. Mills, A. J., Durepos, G., and Wiebe, E. [Eds.] (2010) *Encyclopedia of Case Study Research, Volumes I and II*. Thousand Oaks, CA: Sage.
- Mirzaei, H., Jaryani, E., Aghaei, M., Salehi, M. & Saeidinia, M. (2012) *Dissimilarity of E-marketing VS Traditional Marketing*.
- Mishaal, D. & Abu-Shanab, E. (2015) *The Effect of Using Social Media in Governments: Framework of Communication Success*.
- Mitrovic, K., Jakšić, A. & Spajić, J. (2020) *The analysis of graphic design platforms used in social media marketing*.
- MoFI (2018) *Struktur Organisasi Kementerian Keuangan*. Available online: <https://www.kemenkeu.go.id/profil/struktur-organisasi-kementerian-keuangan/> [Accessed 16/08/2021].
- MoFI (n.d.) *Daftar Eselon 1*. Available online: <https://www.kemenkeu.go.id/single-page/daftar-eselon-1/> [Accessed 16/08/2021].
- Moreau, E. (2021) *What Is Instagram and Why Should You Be Using It?* Available online: <https://www.lifewire.com/what-is-instagram-3486316> [Accessed 14/07/2014].
- Mossberger, K., Wu, Y. & Crawford, J. (2013) Connecting citizens and local governments? Social media and interactivity in major U.S. cities. *Government Information Quarterly*, 30(4), 351-358.
- Mosseri (2021) *Changes are coming to video on Instagram* Twitter, 30/06/2021.
- Mulder, J. & Bruijne, M. D. (2019) Willingness of Online Respondents to Participate in Alternative Modes of Data Collection. *Survey practice*, 12, 8356.
- Naranjo-Valencia, J., Jimenez-Jimenez, D. & Sanz Valle, R. (2011) Innovation or imitation? The role of organizational culture. *Management Decision*, 49, 55-72.
- Ngai, E., Moon, K.-l., Lam, S., Chin, E. & Tao, S. (2015) Social media models, technologies, and applications: An academic review and case study. *Industrial Management & Data Systems*, 115, 769-802.
- O'Sullivan, D. & Dooley, L. (2009) *Applying innovation*. Thousand Oaks: SAGE Publications, Inc.
- Obar, J. & Wildman, S. (2015) Social Media Definition and the Governance Challenge: An Introduction to the Special Issue. *SSRN Electronic Journal*.

- Oktavian, F. H. (2018) *Analisis Customer Engagement Pada Tipe Unggahan Indomaret Di Sosial Media Instagram* Dissertation. Gadjah Mada University. Available online: <http://etd.repository.ugm.ac.id/penelitian/unduh/314126> [Accessed 24/06/2021].
- Osborne, J. & Waters, E. (2002) Four Assumptions of Multiple Regression That Researchers Should Always Test. *Practical Assessment, Research & Evaluation*, 8.
- Papacharissi, Z. (2009) The Virtual Geographies of Social Networks: A Comparative Analysis of Facebook, LinkedIn and ASmallWorld. *New Media & Society - NEW MEDIA SOC*, 11, 199-220.
- Parry, E. & Solidoro, A. (2013) Social Media as a Mechanism for Engagement?, 121-141.
- Peterson, E. C. & Carrabis, J. (2008) *Measuring the Immeasurable: Visitor Engagement*.
- Petty, N. J., Thomson, O. P. & Stew, G. (2012) Ready for a paradigm shift? Part 1: Introducing the philosophy of qualitative research. *Manual Therapy*, 17(4), 267-274.
- Picazo-Vela, S., Fernandez-Haddad, M. & Luna-Reyes, L. F. (2016) Opening the black box: Developing strategies to use social media in government. *Government Information Quarterly*, 33(4), 693-704.
- Pribadi, U. (2013) Organizational Structure and Public Service Satisfaction in Yogyakarta City. *Journal of Government and Politics*, 4.
- PSU (n.d.) 6.1 - *Introduction to Generalized Linear Models*. Available online: <https://online.stat.psu.edu/stat504/lesson/6/6.1> [Accessed 07/08/2021].
- Rahman, Z., Suberamanian, K., Zanuuddin, H., Moghavvemi, S. & Nasir, M. (2016a) SNS metrics analysis "A study on fanpage interactive contents". *International Journal of Applied Business and Economic Research*, 14, 1405-1415.
- Rahman, Z., Suberamanian, K., Zanuuddin, H., Moghavvemi, S. & Nasir, M. (2016b) Social Media Engagement Metrics Analysis -"Study on Fan Page Content". *Journal of Telecommunication, Electronic and Computer Engineering*, 8.
- Roberts, M. L., Barker, M. S., Zahay, D. L., Bormann, N. F. & Barker, D. (2016) *Social media marketing: a strategic approach*. Translated from English by, Second edition. Australia: South-Western.
- Rowe, S., Alexander, N., Kretser, A., Steele, R., Kretsch, M., Applebaum, R., Clydesdale, F., Cummins, D., Hentges, E., Navia, J., Jarvis, A. & Falci, K. (2013) Principles for building public-private partnerships to benefit food safety, nutrition, and health research. *Nutrition reviews*, 71, 682-691.
- Ryan, G. (2018) Introduction to positivism, interpretivism and critical theory. *Nurse researcher*, 25(4), 14-20.
- Sakshi (2017) Social Media: The Future of Marketing.

- Saunders, M. N. K., Lewis, P. & Thornhill, A. (2019) *Research methods for business students*, Eighth edition. Boston: Pearson.
- Sehl, K. & Tien, S. (2021) *How to Create Beautiful Instagram Carousel Posts (Free Templates)*. Available online: https://blog.hootsuite.com/instagram-carousel/#What_is_an_Instagram_carousel_post [Accessed 07/07/2021].
- Sekaran, U. & Bougie, R. (2013) *Research methods for business: a skill-building approach*, Sixth edition. Chichester: Wiley.
- Sheehan, K. & Morrison, D. (2009) The Creativity Challenge. *Journal of Interactive Advertising*, 9, 40-43.
- Shrestha, N. (2020) Detecting Multicollinearity in Regression Analysis. *American Journal of Applied Mathematics and Statistics*, 8, 39-42.
- Sloan, L. & Quan-Haase, A. (2017) *The Sage handbook of social media research methods*. Translated from English by. Thousand Oaks, CA: SAGE Inc.
- Southern, M. (2020) *Instagram Carousels Are the Most Engaging Post Type [STUDY]*. Available online: <https://www.searchenginejournal.com/instagram-carousels/379311/#close> [Accessed 07/07/2021].
- Stewart, D. W. (2009) The role of method: some parting thoughts from a departing editor. *Journal of the Academy of Marketing Science*, 37(4), 381-383.
- Susilo, D. L. (2015) *Analysis of customer engagement on brands' Instagram account*. Master Dissertation. Gadjah Mada University. Available online: http://etd.repository.ugm.ac.id/home/detail_pencarian/89359 [Accessed 24/06/2021].
- Tafesse, W. (2016) Conceptualization of Brand Experience in an Event Marketing Context. *Journal of Promotion Management*, 22, 34-48.
- Tajudeen, F., Jaafar, N. I. & Ainin, S. (2017) Understanding the Impact of Social Media Usage among Organizations. *Information & Management*.
- Tajudeen, F. P., Jaafar, N. I. & Ainin, S. (2018) Understanding the impact of social media usage among organizations. *Information & Management*, 55(3), 308-321.
- Teambizzbucket (2020) *Why Did Friendster Shutdown? Here is the complete analysis!* Available online: https://bizzbucket.co/friendster-shutdown-analysis/#Failure_Analysis [Accessed 14/07/2021].
- Tidy, J. & Galer, S. S. (2020) *TikTok: The story of a social media giant*. Available online: <https://www.bbc.co.uk/news/technology-53640724> [Accessed 14/07/2021].
- UCLA (n.d.) *Negative Binomial Regression - Stata Data Analysis Examples*. Available online: <https://stats.idre.ucla.edu/stata/dae/negative-binomial-regression/> [Accessed 07/08/2021].

- Ursachi, G., Horodnic, I. A. & Zait, A. (2015) How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Procedia Economics and Finance*, 20, 679-686.
- Utz, S. (2015) Is LinkedIn making you more successful? The informational benefits derived from public social media. *New Media & Society*.
- Vanga, S. R. & Yang, Y. (2019) *Perceptions and Motivations of User Engagement for Social Media Marketing : A Quantitative Study of Facebook and Instagram Users*. Independent thesis Advanced level (degree of Master (One Year)) Student thesis. 2019. Available online: <http://urn.kb.se/resolve?urn=urn:nbn:se:uu:diva-387909> [Accessed 26/06/2021].
- Vigoda-Gadot, E., Shoham, A., Schwabsky, N. & Ruvio, A. (2008) Public sector innovation for Europe: A multinational eight-country exploration of citizens' perspectives. *Public Administration*, 86, 307-329.
- Vogels, E. A. (2019) *Millennials stand out for their technology use, but older generations also embrace digital life*. Available online: <https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/> [Accessed 05/08/2021].
- Wahyuningtyas, D. (2018) *Visi Misi Inspektorat Jenderal Kemenkeu*. Available online: <http://www.itjen.kemenkeu.go.id/baca/460> [Accessed 16/08/2021].
- Yadav, B., Jeyaseelan, L., Jeyaseelan, V., Durairaj, J., George, S., Selvaraj, K. G. & Bangdiwala, S. I. (2021) Can Generalized Poisson model replace any other count data models? An evaluation. *Clinical Epidemiology and Global Health*, 11, 100774.
- Yin, R. K. (2009) *Case study research and applications: design and methods*, Fourth edition. Thousand Oaks: SAGE.
- Zhang, Y., Moe, W. W. & Schweidel, D. A. (2017) Modeling the role of message content and influencers in social media rebroadcasting. *International journal of research in marketing*, 34(1), 100-119.
- Zukauskas, P., Vveinhardt, J. & Andriukaitienė, R. (2018) Philosophy and Paradigm of Scientific Research.