

## COMMUNICATION STRATEGY OF THE PUBLIC RELATIONS DIVISION OF LPM DINAMIKA IN DISSEMINATING ISLAMIC INFORMATION TO STUDENTS OF THE STATE ISLAMIC UNIVERSITY OF NORTH SUMATRA

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**Abstract :** This study examines the Islamic public relations strategy implemented by the Student Press Organization (Student Press Institute or LPM) Dinamika in disseminating Islamic information to the academic community of the State Islamic University of North Sumatra (UINSU). The research observation was conducted at the LPM Dinamika headquarters using in-depth interview techniques. The rapid development of information technology and the rise of social media penetration demand that student organizations engaged in dakwah adapt effective communication methods to shape Islamic understanding among students. The research employed a qualitative approach with a case study design, focusing on LPM Dinamika's digital public relations activities through the Instagram platform. Data collection was carried out through in-depth interviews with organization members, participatory observation of digital activities, and content analysis of published materials. The findings indicate that LPM Dinamika has successfully adopted Islamic public relations values in its digital communication practices by producing content that is informative, educational, and persuasive. This strategy reflects the application of core Islamic public relations principles such as truthfulness (ṣidq), trustworthiness (amānah), conveyance (tablīgh), and wisdom (faṭānah), as manifested in various content formats including Islamic articles, dakwah infographics, motivational quotes, and religious-themed storytelling videos. These public relations activities go beyond information delivery, fostering active student participation in dialogue, learning, and digital dakwah. The high level of audience engagement on LPM Dinamika's digital platforms highlights the effectiveness of its public relations strategy, particularly in building credibility and strengthening its reputation as a trusted campus press institution. This research contributes to the development of an Islamic public relations model in the digital era, especially in the context of student organizations at Islamic higher education institutions.

**Keywords :** Communication Strategy, Public Relations Division, Student Press Organization (LPM),

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## Introduction

In today's digital era, media plays a significant role in disseminating information to the public, including within the university environment. Media is not only a source of entertainment or news, but also an effective educational tool to raise awareness and instill values, particularly Islamic values. Social media has become inseparable from individual daily life. Nearly everyone around the world uses social media for communication, education, and entertainment purposes (Nurhanifah, 2021). According to Ummah (2020), technologies such as the internet have made it easier to access open information, including content related to religious life. With the rapid global information flow, campus-based organizations are required to take an active role in shaping students' character through the dissemination of educational and Islamic content.

LPM Dinamika at the State Islamic University of North Sumatra (UINSU) is one such organization actively engaged in this effort. As a student press institution, LPM Dinamika not only reports on campus activities but also serves as a platform for Islamic education among students through regularly published content. The organization uses social media for education, information, dakwah (Islamic preaching), and public relations, as these platforms have become the primary means for student interaction and information sharing. The Ad-Din Program encourages students to write Islamic articles published for UINSU's academic community, while the Dinamika Info program shares brief educational and Islamic content such as worship tips, current Islamic news, and visually engaging dakwah flyers tailored to contemporary student preferences.

These activities demonstrate that LPM Dinamika functions not only as a journalistic body but also embodies elements of public relations particularly Islamic public relations which has become one of its core focuses. Through its communication efforts, LPM Dinamika strives to foster positive relationships with UINSU students and build a positive image as a media outlet that is both informative and Islamic. This aligns with the concept of Islamic public relations, which emphasizes information dissemination in the context of dakwah, upholding communication ethics, and strengthening social solidarity. However, in the process of conveying Islamic messages to students, LPM Dinamika must apply specific strategies to ensure that its messages are well-received, audience-oriented, and effective. This forms the central interest of this study: to explore the Islamic public relations strategies employed by LPM Dinamika in its programs and evaluate their effectiveness in fostering Islamic literacy among UINSU students. Based on this background, the researcher deems it necessary to investigate more deeply the Islamic public relations strategy implemented by LPM Dinamika as part of public relations practices within intra-campus organizations.

There are several key strategies that can be used in organizational communication to achieve communication objectives. In disseminating Islamic information to UINSU students, LPM Dinamika as a student press institution employs such strategies. Media relations is one of the essential components in public relations communication strategies. Frank Jefkins defines media relations as efforts to publish or broadcast public relations messages or information to increase public awareness and understanding of the relevant organization (Frank, 2000). In this context, media relations function as a tool to fulfill publication goals by educating the audience appropriately. LPM Dinamika uses social media as its main platform for disseminating

information, especially through Instagram and its official website <https://lpmdinamika.co.id>. Over time, LPM Dinamika has adapted to digital trends by producing content related to Islamic articles, Islamic public relations, journalistic training, and other educational materials.

The concept of engagement in social media refers to the audience's involvement in interacting with digital content through likes, comments, shares, views, or reposts (Van, 2010). Engagement theory explains the presence of active two-way participation that creates productive reciprocal relationships. This is evident in LPM Dinamika's follower base, which has reached 13,000, indicating that the organization has become a trusted source of Islamic news and education for UINSU students.

In the context of social media and public relations, engagement serves as a key indicator of public trust. If an institution like LPM Dinamika can produce content that is engaging and interactive, the audience is more likely to participate in its programs. The parameters of engagement include:

Information → Disseminating news and Islamic updates to the audience

Community → Building a strong and interactive relationship with the audience (e.g., Q&A sessions or open journalism training)

Action → Encouraging real-world participation from the audience (e.g., hosting writing seminars) (Lovejoy, 2012)

Islamic public relations theory reflects Islamic values in building relationships with the public (Bels, 2001), encompassing a broader dimension than conventional branding and communication. The communication practices in Islamic public relations must be moral, persuasive, and oriented toward social good. The principles of *ṣidq* (truthfulness), *amānah* (trustworthiness), *faṭānah* (wisdom), and *tablīgh* (conveying truth) are foundational pillars of effective Islamic PR strategies. As noted by Alwi Dahlan, the foundation of Islamic public relations should be rooted in *dakwah* principles aimed at guiding society toward virtue. This concept emphasizes that every PR activity not only enhances institutional image but also offers spiritual and social benefit.

There are several strategic approaches that can be employed to realize Islamic public relations within LPM Dinamika's social media context:

1. Conveying news accurately and honestly, adhering to the principle of *ṣidq*, which emphasizes truth in all forms of communication.
2. Delivering Islamic messages effectively and non-coercively by building relationships with the public and students
3. Creating a trustworthy institutional image that is relevant to audience needs by showing concern for social issues within the community.

These three approaches are interrelated and form a comprehensive Islamic public relations strategy. The ultimate goal of every communication activity is to achieve organizational objectives while fostering character development and enhancing Islamic awareness among students (Alwi, 2010).

## Research Methodology

This study analyzes the communication strategy of the public relations division of LPM Dinamika in disseminating Islamic information to students at the State Islamic University of North Sumatra (UINSU) through a case study approach. Based on the experiences, perceptions, and communication strategies employed by LPM Dinamika UINSU, a qualitative approach was chosen to gain a comprehensive understanding of

how social media contributes to Islamic public relations. The case study method was selected because it focuses specifically on LPM Dinamika UINSU within the context of digital communication (Yin, 2018). A phenomenon, culture, depiction, subject, or institution can be explored using qualitative methodology. According to Strauss, qualitative research has three main characteristics. First is the diversity of data sources; these can come from various origins, but interviews and observations are the most commonly used methods for gathering primary data.

The second component includes multiple analytical or interpretative methods used to formulate a comprehensive theory or findings. This allows the researcher to triangulate data and gain a broader understanding of the phenomenon under investigation. The third component is the report itself, either written or oral, which may be presented at scientific conferences or in journals depending on the audience and the theoretical aspects being addressed.

Based on these three elements, the researcher chose to examine LPM Dinamika, located within the UINSU environment, by studying all aspects of its public relations practices. To support the analysis and findings, research data was collected through direct observation of organizational activities and in-depth interviews with members of the organization. In addition, relevant literature related to the research topic was reviewed (Moleong, 2005).

This research was conducted at LPM Dinamika UIN North Sumatra, focusing on its digital communication activities via its official social media accounts particularly Instagram and the organization's official website. The research subjects consisted of two main groups: (1) LPM Dinamika administrators, specifically those in the publications and public relations division, as the team responsible for managing communication strategies; and (2) UINSU students as the target audience and recipients of the Islamic information disseminated through these digital platforms.

Data collection was conducted using three main methods. First, in-depth interviews were carried out with the LPM Dinamika management team to gather comprehensive information about their communication and public relations strategies. Interviews were also conducted with followers or users of LPM Dinamika's social media platforms to understand their perceptions regarding the credibility and effectiveness of the content disseminated by the organization. Second, content dissemination observation was conducted by directly observing how LPM Dinamika manages its social media presence, including the types of content posted, patterns of audience interaction, and public responses to posts.

This observation also included an engagement feature analysis, such as the number of likes, shares, comments, and direct messages, to assess the level of interaction between LPM Dinamika and its audience. Third, document and content analysis of LPM Dinamika's social media postings was conducted to identify communication patterns and evaluate the effectiveness of Islamic message delivery to students.

Data analysis was carried out using a digital interaction analysis approach within a qualitative research framework to examine social media engagement. This technique evaluated interaction patterns between LPM Dinamika and its audience, including how responses were given to public comments or questions, as well as the overall effectiveness of communication strategies applied in the context of Islamic public relations.

The instruments used in this study included interview guidelines designed to elicit in-depth information from LPM Dinamika's public relations administrators, social media managers, and the audience regarding communication strategies and content perceptions. Additionally, social media posts served as an analytical instrument for identifying communication patterns and levels of engagement in the dissemination of Islamic information to students at the State Islamic University of North Sumatra.

## **Results and Discussion**

### **LPM Dinamika Profile**

Lembaga Pers Mahasiswa (LPM) Dinamika of the State Islamic University of North Sumatra (UIN SU) is an intra-campus organization focused on writing and journalism. It was founded on October 16, 1993, by H. Ali Murtadho, M.Hum., along with five others: Jubeir Situmorang, Saladin, M. Iqbal Irham, Sugiatmo, and Said Alwi Deng. According to its Statutes and Bylaws (AD-ART), LPM Dinamika UIN SU for the 2025–2026 period has six media products and two public forums. These products include: *Majalah Dinamika*, *Tabloid Dinamika*, *Buletin Dinamit*, *Buletin Addin*, *Dinamika Online*, *Dinamika TV*, *Apa Kabar Dinamika Kampus (AKDK)*, and *Dinamika Mengkaji Islam*, as detailed in the appendices of the AD-ART document for the 2025–2026 period.

Besides media production, the organization also implements both work programs and non-program events. Currently, LPM Dinamika UIN SU has 17 work programs, comprising 5 print and online products and 2 non-work events.

The work programs include: *Musyawah Keluarga (Family Assembly)*, *Rapat Kerja (Work Meeting)*, *Majalah Cetak Edition 68*, *Pena Persma (Campus Press Pen)*, *Proyek Buku (Book Project)*, *Kelas Jurnalistik (Journalism Class)*, *Kunjungan Media (Media Visit)*, *Tabloid Cetak (Printed Tabloid)*, *AKDK XIX*, *Majalah Cetak Edition 69*, *PAB XXIX (New Member Recruitment)*, *Majalah Cetak Edition 70*, *PJTD XV*, *Tabloid Daring (Online Tabloid)*, and *Diklat dan Pengukuhan Anggota Magang (PAM) XXIX (Training and Inauguration of Intern Members)*. The two non-program events include *Buka Bersama 1446 H (Iftar Gathering 1446 H)* and *Perpisahan (Farewell Event)*. The detailed schedules and implementation forms are included in the accountability reports for each event, except for the five media products, which are specified in the editorial division's report appendix (LPM Dinamika, 2022).

### **Islamic Public Relations Strategy in the “Addin” and “Dinamika Info” Programs of LPM Dinamika**

Based on interviews conducted with LPM Dinamika, it was found that the organization intensively utilizes social media to capture students' attention through digital communication strategies that are informative, interactive, and persuasive. Social media continues to have a significant impact on how individuals behave online how they search, play, communicate, build communities, establish and maintain relationships, and how they create, tag, modify, and share content across various sites and devices (Nurhanifah, 2021).

The first strategy implemented by LPM Dinamika is the development of informative content focusing on Islamic education for students. LPM Dinamika UIN SU consistently uploads content containing educational information on Islamic preaching, such as fasting guides, inspirational quotes, and moral teachings delivered in a format that is easy to understand and engaging for the younger generation.

The presence of virtual da'wah (Islamic propagation) through information technology media serves as an alternative method for revitalizing Islamic understanding among the network society generation. This effort aims to produce a generation of Muslims who are more connected to Islamic values in their everyday lives (Nurhanifah, 2022).

The implementation of this informative content strategy not only aims to disseminate Islamic knowledge but also to build sustainable audience engagement by providing content that is relevant to the spiritual and social needs of students at the State Islamic University of North Sumatra. Below is an example:



**Figure 1. Informative Design Post by LPM Dinamika on the Practice of Fasting**  
 (Source: Instagram account @lpm\_dinamika  
[https://www.instagram.com/p/DHvB6TBT47S/?img\\_index=2&igsh=MTB0ODc2c2m1sNjM2Yg](https://www.instagram.com/p/DHvB6TBT47S/?img_index=2&igsh=MTB0ODc2c2m1sNjM2Yg) )

The design above provides informative content on the wisdom behind the practice of fasting, namely to teach self-control over desires and to strengthen one's relationship with Allah. This informative visual content serves to educate the public, particularly students, about the importance of observing the fast. LPM Dinamika also presents content in the form of Islamic quotes or wise sayings, as shown below:



**Figure 2. Islamic Quote Design by LPM Dinamika**  
 (Source: Instagram account @lpmdinamika –  
[https://www.instagram.com/p/DHudsUCT3Rc/?img\\_index=1&igsh=MTkyeGVyODEzM2dyNw](https://www.instagram.com/p/DHudsUCT3Rc/?img_index=1&igsh=MTkyeGVyODEzM2dyNw) )

Infographics, Islamic educational articles, and financial transparency reports are published through LPM Dinamika’s official Instagram account. Additional information in the form of visual designs is also posted on Instagram Reels and TikTok to educate both the general public and university students.

The second strategy implemented by LPM Dinamika is persuasive content, which invites students to learn together. Although the educational materials presented are not explicitly religious in nature, because LPM Dinamika operates within UIN SU an Islamic university the learning activities, such as creating designs or writing articles, are positioned as a means of da'wah (Islamic propagation) to the wider community.



**Figure 3. Flyer Post for a Training Program as Persuasive Content by LPM Dinamika**  
 (Source: Instagram account @lpmdinamika  
<https://www.instagram.com/p/DBA3OIkzFlA/?igsh=ejF0YnpxNGlnZzJn>)

Their public relations efforts are reflected in their openness and concern toward UINSU students who wish to learn and engage in the field of journalism (writing), even if they are not official members of the organization. This establishes a relationship between the institution and the public, positioning LPM Dinamika as a credible and trustworthy organization.

### Engagement Level on Instagram, TikTok, and the LPM Dinamika Website

In the modern era, platforms like Instagram and TikTok are widely used by many people. As a result, these digital platforms have become the primary channels for publishing content. Instagram, in particular, shows high engagement levels through Reels and Stories, especially for educational content related to Islamic public relations such as content concerning the situation in Palestine. Without social media, the public would be less aware of the realities occurring in Palestine.

TikTok has proven to be even more effective in attracting younger audiences, especially through storytelling videos related to the world of writing. Although the official LPM Dinamika website serves as a formal information hub, it generates less direct interaction compared to Instagram and TikTok.

### Impact of Research Findings

Based on the analysis conducted by the researcher, several significant impacts were identified regarding how LPM Dinamika educates and delivers Islamic teachings from a public relations perspective particularly in attracting the attention of students and the wider community to engage with Islamic knowledge through written content. The study also highlights their efforts in maintaining public trust toward the Islamic information they disseminate.

While the use of social media is undeniably important, what proves to be even more crucial is how the content is marketed and targeted so that it reaches, engages, and inspires interaction such as likes and comments from other social media users. Increasing the volume of content shared through Instagram Reels and TikTok can substantially enhance engagement, thereby boosting student and public interest in Islamic discourse.

### Qur'anic Verses on Delivering Information Appropriately

The Qur'an provides guidance on the proper approach to conveying messages and engaging in communication that aligns with ethical and religious principles. For example:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۗ وَجَدِلْهُم بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۗ

“Invite to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is [rightly] guided”. (Q.SAn-Nahl : 125, Sahih International)

This verse emphasizes the importance of wisdom, respectful dialogue, and effective communication when spreading Islamic messages, in line with the function of public relations in the context of da'wah.

يَا أَيُّهَا النَّبِيُّ إِنَّا أَرْسَلْنَاكَ شَاهِدًا وَمُبَشِّرًا وَنَذِيرًا

“O Prophet, indeed We have sent you as a witness and a bringer of good tidings and a warner”. (Q.s Al-Ahzab : 45-46, Sahih International)

وَدَاعِيًا إِلَى اللَّهِ بِإِذْنِهِ وَسِرَاجًا مُنِيرًا

“And one who invites to Allah, by His permission, and an illuminating lamp”.

These verses describe the Prophet's role as a communicator who delivers truth, gives hope, and serves as a guiding light similar to the role of LPM Dinamika UIN SU as a communicator of Islamic values to students through digital platforms.

### Qur'anic Verses on Ethical Communication of Islamic Information

The Qur'an provides clear guidance on how to convey messages with ethics, wisdom, and responsibility. This is highly relevant to the practice of Islamic public relations (kehumasan Islam), especially in educational institutions :

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۗ وَجَدِلْهُم بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۗ

“Invite to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is [rightly] guided”. (Q.S An-Nahl : 125, Sahih International)

This verse emphasizes the importance of wisdom (ḥikmah), gentle exhortation (maw‘izah ḥasanah), and respectful dialogue in Islamic communication, particularly within the framework of da’wah and public engagement.

Another key passage describes the prophetic model of communication:

يَا أَيُّهَا النَّبِيُّ إِنَّا أَرْسَلْنَاكَ شَاهِدًا وَمُبَشِّرًا وَنَذِيرًا

“O Prophet, indeed We have sent you as a witness and a bringer of good tidings and a warner”. (Q.S Al-Ahzab : 45-46, Sahih International)

وَدَاعِيًا إِلَى اللَّهِ بِإِذْنِهِ وَسِرَاجًا مُنِيرًا

“And [We have sent you] as one who invites to Allah, by His permission, and as an illuminating lamp”.

These verses highlight the Prophet Muhammad’s (PBUH) role as a communicator of truth, a bringer of hope, and a beacon of light all essential characteristics of ethical and strategic communication in Islamic public relations.

In the context of LPM Dinamika at UIN Sumatera Utara, these verses metaphorically reflect their role in disseminating Islamic values to students via digital media platforms. Their practice aligns with the prophetic model of communication: spreading truth with wisdom, facilitating engagement, and serving as a trustworthy source of spiritual knowledge.

## Conclusion

Based on the research findings, it can be concluded that LPM Dinamika of UIN Sumatera Utara has successfully developed and implemented an effective Islamic public relations strategy for disseminating Islamic information to students. The digital communication strategies adopted include informative, interactive, and persuasive approaches by utilizing social media platforms as the primary channels for information dissemination. The implementation of Islamic public relations strategies by LPM Dinamika is grounded in the principles of da'wah as found in the Qur'an, particularly Surah An-Nahl verse 125, which advocates for da'wah bil hikmah (wisdom), mau'idhah hasanah (good counsel), and mujadalah billati hiya ahsan (gentle argumentation). These principles are reflected in how LPM Dinamika designs Islamic educational content that is not only informative but also adapted to the characteristics and needs of the digital-native student generation.

Social media, especially Instagram and the official website, have proven to be effective platforms for reaching a wide student audience. With a follower count reaching 13,000, LPM Dinamika has established credibility as a reliable source of Islamic information within the UIN Sumatera Utara community. Programs such as Ad-Din and Dinamika Info have successfully created a communication ecosystem that encourages active student participation in writing and disseminating Islamic content.

The Islamic public relations strategies implemented by LPM Dinamika have had a significant positive impact on enhancing students' awareness and understanding of

Islamic teachings. Students are not merely passive consumers of information; rather, they are motivated to study and practice Islamic values in their daily lives. The educational and persuasive communication approach has effectively fostered sustained engagement between the organization and its audience. The use of visually appealing content, accessible language, and timely publication demonstrates a strong understanding of the student audience's characteristics.

This confirms that Islamic public relations can be effectively implemented through digital media without compromising the essence of the da'wah values being conveyed. This study demonstrates that integrating Islamic public relations principles with modern digital communication strategies can result in an effective communication model for spreading Islamic knowledge in higher education settings. This model can serve as a reference for other student organizations in developing similar communication strategies, particularly in the context of Islamic da'wah and education in the digital era.

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