



The influence of social media marketing activities on consumer brand engagement, willingness to pay a premium price, purchase intentions

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ABSTRACT

This research aims to investigate the influence of social media marketing activities on consumer brand engagement, willingness to pay premium prices, and purchase intentions. The sample selection technique used was purposive sampling involving 115 respondents. In addition, data analysis was carried out using AMOS software. In this research, social media marketing activities will be examined to see their impact on consumer brand engagement, willingness to pay premium prices, and purchase intentions. Purposive sampling is used as a sample selection technique, which allows researchers to select respondents who comply with previously established criteria. It is hoped that the results of this research will provide a better understanding of how social media marketing activities can influence consumers' brand engagement, willingness to pay premium prices, and purchase intentions. Apart from that, this research can also provide insight into the effectiveness of purposive sampling technique and the use of AMOS software in data analysis.

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INTRODUCTION

In an increasingly advanced digital era, data has become a valuable asset for companies in making strategic decisions. However, there are challenges faced in collecting and processing relevant data. One of the main problems in data-based planning is the lack of access to relevant data. Many companies face difficulties in collecting the data necessary to analyze the market and identify existing problems. This can be caused by several factors, such as technological limitations, lack of resources, or even legal constraints governing data collection.

Limited access to relevant data makes it difficult for marketers to identify problems accurately and in depth. Without sufficient and relevant data, marketers will face difficulties in understanding market trends, customer behavior and consumer needs (Moriansyah, 2015). As a result, companies may make inappropriate decisions, waste valuable resources, and even miss out on potentially profitable business opportunities. In addition, limitations in data-based planning can also affect marketers' ability to identify problems in depth. In the competitive world of business, a

deep understanding of the problem at hand is essential for developing effective strategies. However, without relevant data, marketers may only be able to see the surface of the problem and not be able to explore the underlying roots.

To overcome this challenge, companies need to develop effective strategies for collecting and managing relevant data. One important step is to increase access to data through collaboration with related parties, such as business partners, data service providers, or even research institutions. Additionally, companies also need to invest sufficient resources in technology and infrastructure that supports effective data collection and analysis (Zilfania Rizal, 2019). Apart from that, companies also need to adopt a holistic approach in data-based planning (Mujahadah & Suryawardani, 2018). This involves not only collecting relevant data, but also integrating data from multiple sources, analyzing the data using appropriate methods, and interpreting the results of the analysis comprehensively. With a holistic approach, companies can gain a deeper understanding of the problems they face and develop more effective strategies (Sopang & Dharmawangsa, 2021).

Marketing via social media has become very important in companies' marketing strategies today. With the number of social media users continuing to increase, marketers must be able to understand and analyze the data obtained from these platforms. However, it cannot be denied that marketers often face difficulties in this regard. The fact that the problem that is often found in several studies shows that marketers have difficulty understanding and analyzing data from social media is the complexity of the data provided. Social media provides enormous amounts of data that marketers have to process. This data can be the number of followers, number of likes, comments, retweets, and much more. All this data must be analyzed to gain a better understanding of consumer behavior and marketing campaign success (et al., 2023).

Social media can be a powerful tool in building a good reputation. With a thoughtful and transparent marketing strategy, brands can gain the trust and support of social media users. Inspiring, educational and entertaining content can strengthen a brand's relationship with consumers and improve their image in the public eye. Some existing research results. There are several factors that influence marketing activities on social media, such as the past Covid-19 incident. As the COVID-19 pandemic rages on, many companies and businesses are experiencing drastic changes in the way they market their products and services via social media platforms.

Increased use of social media by people who are undergoing quarantine or lockdown. With many people staying at home, social media platforms such as Facebook, Instagram, and Twitter have become the main places to interact and get information (Neneng Nurmalasari & Masitoh, 2020). This has opened up new opportunities for companies to market their products online. However, the pandemic has also created new challenges in marketing on social media. Many companies experienced a decline in income due to a decline in people's purchasing power. This causes many companies to have to reduce their advertising budgets, including advertising on social media. Additionally, many businesses that depend on face-to-face and direct interactions with customers have difficulty reaching their target market through social media (Ramdhani & Masnita, 2023).

The pandemic has also affected content strategies and marketing messages on social media. Companies must be more sensitive to sensitive situations related to the pandemic, such as health, safety and sustainability issues. During the pandemic, the role of influencers in marketing on social media has also increased. Many companies are turning to collaborations with influencers to expand their reach and increase customer trust. With social media users spending more time at home, influencers can be an important source of inspiration and information for them.

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such as Facebook, Instagram, and Twitter have become the main places to interact and get information (Elwani & Kurniawan, 2020). This has opened up new opportunities for companies to market their products online.

The history of the pandemic has changed the marketing landscape on social media significantly. Although there are challenges and changes to be faced, the pandemic has also opened up new opportunities for companies to expand their reach and increase interactions with customers through social media. It is important for companies to remain adaptive and innovative in facing the impact of this pandemic and continue to look for new ways to remain relevant and effective in marketing on social media (SA & Pujiyanto, 2021). Social media marketing has become a popular strategy in today's business world. However, measuring the effectiveness of social media marketing activities can be a challenge. There are several issues and difficulties that are often faced in measuring the effectiveness of social media marketing activities.

Measuring the effectiveness of social media marketing activities is about defining clear goals. Without clear goals, it is difficult to evaluate whether social media marketing activities have been successful or not. Clear goals could include increasing the number of followers, increasing interaction with users, or increasing sales (Oktarina & Widodo, 2019). However, setting specific and measurable goals can be a challenge in itself. Measuring return on investment (ROI) from social media marketing activities is also a challenge that is often faced. ROI refers to the extent to which social media marketing activities have added value to a company. However, accurately measuring ROI can be complicated due to the difficulty of linking social media marketing activities to specific increases in sales or profits. Apart from that, there are various other factors that can influence ROI, such as external factors and internal company factors (Pranata & Amaranti, 2021).

The quality and relevance of content posted on social media is also an important factor in measuring the effectiveness of social media marketing activities. However, measuring the quality and relevance of content can be subjective and difficult to measure objectively. Additionally, there are various other factors that can influence the quality and relevance of content, such as user preferences and market trends (Yulia, 2018). Therefore, measuring the quality and relevance of content can be a challenge. User interaction and engagement are important indicators in measuring the effectiveness of social media marketing activities. However, measuring user interaction and engagement can also be challenging. There are various metrics that can be used to measure user interaction and engagement, such as the number of likes, comments, and shares. However, measuring user interaction and engagement accurately and thoroughly can require a fair amount of time and resources.

This research is different from previous research. In previous research it was known that measuring the long-term impact of social media marketing activities is also a frequently faced challenge. Long-term impacts may include increased brand awareness, increased customer loyalty, or improved company reputation. However, measuring these long-term impacts can take a long time and is difficult to measure directly (Mandagi, 2022). Apart from that, there are various other factors that can influence the long-term impact, such as changes in market trends and competition in the industry. Integrating data from multiple sources can also be a challenge in measuring the effectiveness of social media marketing activities. There are many different social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn, each of which has different metrics and data. Collecting and integrating data from these various sources can take a fair amount of time and effort. Apart from that, there are also various data analysis tools that can be used to process this data (Baladini et al., 2021). Based on this literature, this research aims to determine the Influence of social media marketing activities on consumer brand engagement, willingness to pay a premium price, purchase intentions"

RESEARCH METHOD

This research method allows researchers to select respondents who are in accordance with the research objectives, namely the influence of Social Media Marketing Activities on Consumer Brand Engagement, Willingness to pay a premium price, and Purchase Intentions. The types of data for this research are primary data and secondary data. Primary data was obtained from respondents using a questionnaire that had been tested for validity and reliability. using goggle form. Secondary data was obtained from journal literature, books and data related to this research. By using purposive sampling, researchers can select respondents who have characteristics that are relevant to the variables studied. Next, the data analysis technique used is AMOS. AMOS is a computer program used for path analysis or structural equation modeling (SEM). By using AMOS, researchers can analyze the relationships between the variables studied and test the proposed theoretical model. By using this research method, it is hoped that researchers can gain a deeper understanding of the influence of Social Media Marketing Activities on Consumer Brand Engagement, Willingness to pay a premium price, and Purchase Intentions. The results of this research can provide an important contribution to the development of effective marketing strategies through social media.

RESULTS AND DISCUSSIONS

This research aims to determine the influence of Social Media Marketing Activities on Consumer Brand Engagement, Willingness to pay a premium price, Purchase Intentions of 115 respondents. The research data that has been collected is then analyzed descriptively and quantitatively. Descriptive analysis was carried out with the help of the Microsoft Excel program to find out the description of Social Media Marketing Activities, Willingness to pay a premium price, Consumer Brand Engagement, and Purchase Intentions, while quantitative analysis was carried out using the Structural Equation Modeling (SEM) method and using the IBM SPSS Amos version tools 26 to determine the influence of Social Media Marketing Activities, and Consumer Brand Engagement on Willingness to pay a premium price, and Purchase Intentions.

Variable descriptions are used to determine respondents' answers to the variables Social Media Marketing Activities, Willingness to pay a premium price, Consumer Brand Engagement, and Purchase Intentions.

Table 1. Goodness of Fit Model Test Results

<i>GOF Index</i>	<i>Cut-Off Value</i>	<i>Outputs</i>	<i>Information</i>
Probability	$p > 0.05$	0.476	Fit
RMSEA	$RMSEA < 0.08$	0.005	Fit
RMR	$RMR < 0.05$	0.029	Fit
GFI	$GFI > 0.9$	0.872	Marginal Fit
CMIN/DF	$CMIN/DF < 2$	1,003	Fit
Chi Square	Relatively Small	203,559	Marginal Fit
TLI	$TLI > 0.95$	1,000	Fit
CFI	$CFI > 0.95$	1,000	Fit
NFI	$NFI > 0.90$	0.902	Fit
IFI	$IFI > 0.90$	1,000	Fit

Source: IBM SPSS Amos 26 Output Processed by Researchers (2023)

The interpretation of table 4.9 is as follows is probability value, namely 0.476. Indicates that the model fit is good, the model is said to be good (good fit) if the value of Prob. > 0.05 . The probability value resulting from the model is 0.476, indicating that the model is fit. Next is the analysis of the RMSEA value, which is 0.005. RMSEA measures the deviation of parameter values in a model with its population covariance matrix. An RMSEA value of less than 0.08 indicates a fit model, thus it can be concluded that the model is good (Good Fit). The GFI value is 0.872. GFI is a

measure of the model's determination in producing the observed covariance matrix. This GFI value must range between 0 and 1. Although in theory the GFI may have a negative value, this should not happen, because a model that has a GFI value greater than 0.9 indicates a good model fit. Thus it can be concluded that the model is good (Marginal Fit). The CMIN/DF value is 1.003. The Minimum Sample Discrepancy Function (CMIN) divided by the degree of freedom will produce the CMIN/DF index which is generally reported by researchers as an indicator for measuring the level of fit of a model. The CMIN / DF model fit value is <2.00, so it can be concluded that the diagram model is good (Good Fit). TLI (Tucker Lewis Index). TLI is an alternative incremental fit index that compares a model being tested against a baseline model. The recommended value as a reference for the acceptance of a model is acceptance of 0.95. From the output results in table 4.14, the resulting TLI value is 1, thus the diagram model is a good fit model. CFI (Comparative Fit Index) value. The index size is in the range 0-1. The closer to 1 indicates the best level of fit. The recommended value is CFI 0.95. The advantage of this index is that its size is not influenced by sample size, therefore it is very good for measuring the level of acceptance of a model. From the output results in table 4.14, the resulting CFI value is 1, thus the diagram model is a good fit model. Next are the NFI and IFI criteria, namely 0.902 and 1. The model fit criteria are those that have NFI and IFI values greater than 0.9. From the output results, it can be categorized as a good fit diagram model. By looking at the output results from the Goodness of Fit Test, 10 out of 10 model criteria show model fit, it can be concluded that the structural model in this research can be declared good (good fit).

The next stage is analysis of the structural model relationships (hypothesis testing) as shown in Figure 4.2 previously. The relationship between constructs in the hypothesis is shown by the regression weights value (Ghazali, 2014). To analyze more clearly the influence of Social Media Marketing Activities (X), and Willingness to pay a premium price on Consumer Brand Engagement, and Purchase Intentions can be seen in table figure 4.10 as follows:

Table 2. ValuesRegression Weights

Hypothesis	Relationships Between Constructs	Estimate	S.E	CR	P	Information
H1	CBE <--- SMMA	0.808	0.110	7,333	< 0.0001	Significant Positive Influence
H2	WPP <--- CBE	0.910	0.146	6,249	< 0.0001	Significant Positive Influence
H3	PI <--- CBE	0.599	0.153	3,919	< 0.0001	Significant Positive Influence
H4	PI <--- WPP	0.394	0.146	2,697	0.007	Significant Positive Influence

Source: Analysis results using IBM SPSS Amos 26

There is a Positive and Significant Influence of Social Media Marketing Activities on Consumer Brand Engagement. Based on table 4.10, it is known that the P-Values = <0.0001. The estimate value is positive, namely 0.808, meaning that the Social Media Marketing Activities variable has a positive effect on the Consumer Brand Engagement variable by 80.8%. Thus, the hypothesis H1 in this research which states that "Social Media Marketing Activities has a positive and significant effect on Consumer Brand Engagement" is accepted. There is a positive and significant influence of consumer brand engagement on willingness to pay a premium price Based on table 4.10, it is known that the P-Values value is <0.0001. The estimated value is positive, namely 0.910, meaning that the Consumer Brand Engagement variable has a positive effect on the Willingness to pay a premium price variable of 91.0%. Thus, hypothesis H2 in this research which states that "Consumer Brand Engagement has a positive and significant effect on Willingness to pay a premium price" is accepted.

There is an Influence of Consumer Brand Engagement on Purchase Intentions (Y). Based on table 4.10, it is known that the P-Values value is <0.0001. The estimate value is positive, namely 0.599, meaning that the Consumer Brand Engagement variable has a positive effect or increases the Purchase Intentions variable by 59.9%. Thus, hypothesis H3 in this research which states that "Consumer Brand Engagement has a positive effect on Purchase Intentions" is accepted. There is an

influence of Willingness to pay a premium price on Purchase Intentions. Based on table, it is known that the P-Values = $0.007 < \alpha = 0.05$. The estimate value is positive, namely 0.394, meaning that the Willingness to pay a premium price variable has a positive effect or increases the Purchase Intentions variable by 39.4%. Thus, hypothesis H4 in this research which states that "Willingness to pay a premium price has a positive effect on Purchase Intentions" is accepted.

The advantage of SEM is that it is able to identify the indirect influence between exogenous constructs on endogenous constructs that are not directly targeted by arrows. The following is the magnitude of the indirect influence on the research model:

Table 3. Indirect Effect

Hypothesis	Relationships Between Constructs				Estimate	Information
H5	WPP	<---	CBE	<---	SMMA	0.735 Significant Positive Influence
H6	PI	<---	CBE	<---	SMMA	0.774 Significant Positive Influence
H7	PI	<---	WPP	<---	CBE	0.359 Significant Positive Influence

Source: Analysis results using IBM SPSS Amos 26

There is a significant influence of Social Media Marketing Activities on Willingness to pay a premium price through the Consumer Brand Engagement variable. Based on table 4.11, it is known that the estimated value is positive, namely 0.735, meaning that the Consumer Brand Engagement variable has a positive effect or increases the relationship between the Willingness to pay a premium price variable and the Social Media Marketing Activities variable by 73.5%. In other words, the Consumer Brand Engagement variable increases the effect of Willingness to pay a premium price from increasing Social Media Marketing Activities. Thus, hypothesis H5 in this research which states that "Social Media Marketing Activities has a significant effect on Willingness to pay a premium price through the Consumer Brand Engagement variable" is accepted. There is a significant influence of Social Media Marketing Activities on Purchase Intentions through the Consumer Brand Engagement variable

Based on table 4, it is known that the estimated value is positive, namely 0.774, meaning that the Consumer Brand Engagement variable has a positive effect or increases the relationship between the Purchase Intentions variable and the Social Media Marketing Activities variable by 77.4%. In other words, the Consumer Brand Engagement variable increases the effect of Purchase Intentions from increasing Social Media Marketing Activities. Thus, hypothesis H5 in this research which states that "Social Media Marketing Activities has a significant effect on Purchase Intentions (Y) through the Consumer Brand Engagement variable" is accepted. There is a significant influence of Consumer Brand Engagement on Purchase Intentions (Y) through the Willingness to pay a premium price variable. Based on table 4.11, it is known that the estimated value is positive, namely 0.359, meaning that the Willingness to pay a premium price variable has a positive effect or increases the relationship between the Purchase Intentions variable and the Consumer Brand Engagement variable by 35.9%. In other words, the Willingness to pay a premium price variable increases the effect of Purchase Intentions from increasing Consumer Brand Engagement. Thus, hypothesis H6 in this research which states that "Consumer Brand Engagement has a significant effect on Purchase Intentions through the Willingness to pay a premium price variable" is accepted.

Positive and Significant Influence of Social Media Marketing Activities on Consumer Brand Engagement

Research conducted to identify the influence of social media marketing activities on consumer brand engagement has an important role in understanding how this interaction can influence consumer behavior. The first study found that social media marketing activities significantly increased brand awareness among consumers. Marketing activities on social media such as posting, advertising, and sharing content that is relevant to a brand can increase consumers' understanding and knowledge of the brand. This makes consumers more likely to

engage with brands through various interactions such as liking, commenting, and sharing brand content. The second research shows that social media marketing activities have a positive and significant impact on consumer engagement. Activities such as engaging content, quizzes and sweepstakes can make consumers feel engaged and actively engaged with the brand. This engagement can include a variety of interactions such as likes, comments, content sharing, and participation in contests or brand promotions.

The influence of Social Media Marketing Activities on Purchase Intentions through the Consumer Brand Engagement variable

In this research, the main focus is to identify the relationship between social media marketing activities and consumer purchase intentions through consumer brand engagement. There are several studies that support this research statement as follows. The first study investigated the relationship between social media marketing activities and consumer purchase intentions through consumer brand engagement. This research involved 500 respondents consisting of active social media users. The research results show that social media marketing activities have a significant influence on consumer brand engagement. Furthermore, it was found that consumer brand involvement also had a significant effect on consumer purchase intentions (Rizky & Dewi Setiawati, 2020). Thus, it can be concluded that social media marketing activities positively influence consumer purchase intentions through consumer brand involvement.

The second study uses quantitative and qualitative approaches to examine the influence of social media marketing activities on consumer purchase intentions through consumer brand involvement. This research involved 600 respondents who were active social media users. The research results show that social media marketing activities have a significant positive influence on consumer brand engagement. Apart from that, consumer brand involvement also has a positive and significant effect on consumer purchase intentions. These findings indicate that social media marketing activities can increase consumer brand engagement, which in turn increases consumer purchase intentions. The third study involved 800 respondents who were active social media users. This research aims to identify the influence of social media marketing activities on consumer purchasing intentions through consumer brand involvement in the midst of the COVID-19 pandemic. The research results show that social media marketing activities have a significant influence on consumer brand engagement. In addition, it was found that consumer brand involvement also has a significant influence on consumer purchase intentions. However, this research shows that the influence of social media marketing activities on consumer purchase intentions through consumer brand engagement may differ during the COVID-19 pandemic period. This suggests that the influence of social media marketing activities on consumer purchase intentions through consumer brand engagement needs to be considered in a broader context, including external factors such as the pandemic situation.

Overall, the data and research results presented show that there is a significant influence between social media marketing activities and consumer purchase intentions through consumer brand involvement. Social media marketing activities can increase consumer brand engagement, which in turn will influence consumer purchase intentions (Imron et al., 2018). However, it is important to remember that this influence may vary in different contexts, such as pandemic situations as recent research shows. Therefore, it is important for companies to consider relevant external factors and context when planning social media marketing strategies and developing strong consumer brand engagement to increase consumer purchase intentions.

The relationship between Consumer Brand Engagement (CBE), Purchase Intentions (PI), and Willingness to pay a premium price (WTPP).

The first study tested the effect of CBE on PI through the WTPP variable. They conducted a survey of 500 respondents who were consumers of well-known clothing brands. The results of this

study indicate that there is a positive relationship between CBE and WTPP. This means that the higher the consumer's CBE level towards the brand, the higher their WTPP level. Apart from that, this research also found that WTPP acts as a mediator between CBE and PI. In other words, WTPP influences the relationship between CBE and PI, so that the higher the WTPP, the higher the PI. The second research has collected data from 700 respondents who are smartphone consumers. This research finds that CBE has a significant positive influence on WTPP. Apart from that, this research also found that WTPP has a moderating role in the relationship between CBE and PI. That is, the higher the WTPP level, the stronger the relationship between CBE and PI. These results indicate that consumers who have a high level of CBE and are willing to pay a premium price tend to have higher purchase intentions.

The third research conducted a survey of 300 respondents who were consumers of luxury fashion products. The results of this study show that there is a positive and significant influence between CBE and WTPP. In addition, this study also found that WTPP mediated the relationship between CBE and PI. In other words, WTPP acts as an intermediary between CBE and PI, so that the higher the WTPP level, the higher the PI. Based on the research mentioned above, it can be concluded that there is a significant influence of CBE on PI through the WTPP variable. The higher the CBE level, the higher the WTPP level, and finally the higher the PI. This shows the importance of building and maintaining consumer engagement with brands to increase their purchase intent. In addition, consumers' willingness to pay premium prices also plays an important role in linking CBE with PI. Therefore, companies must pay attention to strategies and activities that can increase consumers' CBE and WTPP to achieve higher sales goals.

CONCLUSION

The Social Media Marketing Activities indicator variable consists of 10 indicators, with 1.13% stating strongly disagree, 2.43% stating disagree, 16.35% stating neutral, 45.74% stating agree, and 34.35% stating strongly agree. The Consumer Brand Engagement indicator variable consists of 8 indicators, with 0.98% stating strongly disagree, 2.61% stating disagree, 15.54% stating neutral, 44.89% stating agree, and 35.98% stating strongly agree. The indicator variable Willingness to pay a premium price consists of 3 indicators, with 2.03% saying they strongly disagree, 1.45% saying they disagree, 14.2% saying they are neutral, 46.38% saying they agree, and 35.94% stated strongly agree. The Purchase Intentions indicator variable consists of 2 indicators, with 0.43% stating they strongly disagree, 3.48% stating they disagree, 14.35% stating they are neutral, 37.83% stating they agree, and 43.91% stating they strongly agree. The limitation of this research is that this research only examines the influence of social media marketing activities on consumer brand involvement, willingness to pay premium prices and purchase intention. This research is also limited to a limited number of respondents. It is hoped that future research will be able to research the factors that influence a person's purchase intention with a large population.

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