THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA ACTIVITIES AS A DIGITAL MARKETING STRATEGY IN INCREASING PURCHASES

ANGGUN CYNTHIA PUTRI[1], ASTARI RETNOWARDHANI[2]
Information Systems Management Department, BINUS Graduate Program - Master of Information Systems Management, Bina Nusantara University, Jakarta, Indonesia, 11480
[1]anggun.putri001@binus.ac.id, [2]aretnowardhani@binus.edu

ABSTRACT

The development of information technology and the advancement of business innovation compel business owners to stay abreast of technological advances. Businesses across various sectors are seeking innovative approaches to support their business objectives. One such technological development is the emergence of social media networks. With the numerous conveniences offered by this new communication medium, social media users can swiftly disseminate or seek out messages and information. In Indonesia alone, as of February 2022, there were 191.4 million social media users out of a total population of 277.7 million individuals. This scenario presents an opportunity for conventional entrepreneurs to leverage technological advancements and bolster their online business for increased profitability. According to Indonesian Digital User Data, the number of social media users is recorded relatively high. XYZ, operating in the automotive sector and specializing in marketing truck and bus products, has embraced social media as a marketing platform for its offerings. Hence, this study aims to examine the impact of social media activities undertaken by XYZ company on sales performance. This research employs a quantitative approach with a target population of 521 customers familiar with Hino's Instagram social media account. The sample consists of 150 companies classified as VIP Loyal Customers of Hino products by the company. The study incorporates six interconnected variables: Social Media Marketing Activities, Brand Equity, e-WOM, Purchase Intention, Customer Satisfaction, and Customer Loyalty. The aim is to explore the influence of Social Media Marketing Activities on Purchase Intention, specifically the sales intensity of XYZ company. The results of hypothesis testing conducted using SmartPLS 4.0 software yielded six significant and accepted hypotheses. The findings indicate that Social Media Marketing Activities positively impact brand equity, which, in turn, positively influences e-WOM. Furthermore, e-WOM positively affects purchase intention, which, in turn, positively impacts customer statistics. Additionally, customer satisfaction influences customer loyalty, and social media marketing activities positively influence customer loyalty. Consequently, the research outcomes can serve as valuable insights for augmenting Hino product purchases at XYZ company.

Keywords: *Social Media, Social Media Marketing Activities, Brand Equity, ewom, Purchase Intention, Customer Satisfaction, Customer Loyalty*

1. INTRODUCTION

The development of information technology and the advancement of business innovation force business drivers to keep up with technological developments. Businesses in various fields find innovations to support business goals. Reviewed in firms/companies in multiple areas cannot be separated from information technology on electronic devices, both computers/laptops, to those used through smart devices such as tablets and smartphones. Based on the phenomena that occur in businesses in various fields, including

sales, it can be described that firms in the trading business also really need support from the field of information technology to continue to optimize company performance in the face of current and future market competition [1].

One of the technological developments is in the form of the development of social media networks. With many conveniences offered by this new communication media, social network users can quickly disseminate or search for messages or information. The increasing use of social networks in Indonesia is caused by the increasingly

complete internet access facilities [2]. Furthermore, according to statistical data from Hootsuite in January 2022, social media users reached 4.62 billion people from the total world population of 7.91 billion.

**Figure 1. World Digital User Data
(https://wearesocial.com/)**

Based on figure 1, In Indonesia, in February 2022, social media users reached 191.4 million people out of a population of 277.7 million people. It is evident that people use social media to stay connected, and that number will grow every year. The increasingly complete internet access facilities cause the increasing use of social networks in Indonesia.

*Figure 2. Indonesian Digital User Data
(https://wearesocial.com/)*

The rapid development of technology on mobile can now be used not only for communication but we can access various kinds of applications that have been connected to the internet, including fintech, online games, shopping applications, map access, bank applications, video and music streaming, health applications and even dating applications can all now be accessed only through mobile. There are so many applications that support ease of communication, creating an increase in social media users.

Social media is an interactive communication technology that facilitates creating and sharing of information, ideas, and other forms of expression through virtual communities and networks. Many social networking sites (SNS) have grown exponentially in recent years. [3] Among them, Facebook is the platform with the highest number of active users, reaching 2.9 billion as of January 2023. They were followed by the YouTube platform, with the number of active users reaching 2.2 billion. Meanwhile, Instagram and WhatsApp are recorded to have a balanced number of active users, reaching 2 billion in January 2023 [4].

Statista predicts social media spending in the US to reach $37.71 billion by 2020, up from $26.95 billion in 2019. Moreover, over 80% of Fortune 500 companies have active Facebook, Twitter, and YouTube accounts and conduct various social commerce-based transactions [5].

American companies now spend an average of 10% of their marketing budgets on social media. VanMeter, Syrdal, Powell-Mantel, Grisaffe, and Nesson point out that many marketing practitioners today operate unthinkingly and only guesswork. What drives social media behaviors such as "liking" and sharing brand-related content while recognizing that a large number of "likes" does not necessarily mean meaningful results (John et al., &; Norton, 2017; Naylor et al., 2012; Fu et al., 2020). Moreover, the eMarketer report shows that almost 50% of Internet users have no intention of purchasing SNS (marketer, 2016; Fu et al., 2020). In line with this, a survey conducted by the Ministry of Communication and Information Technology of the Republic of Indonesia in 2019 found that most people use social media platforms to sell a product or service. However, they prefer to use marketplace platforms when they want to buy. [5] [6]

The use of Instagram social media used by XYZ company started in 2018. The use of social media began because the company wanted to expand its customer network by providing interesting information, ranging from ongoing promos and events and customer education related to products to entertainment media. In addition to Instagram, XYZ company also uses several other social media such as Facebook. However, Instagram is the main media that is most often used because it gets more engagement from Hino customers. Engagement is a benchmark to determine whether the content uploaded is effective and relevant to followers on social media accounts.
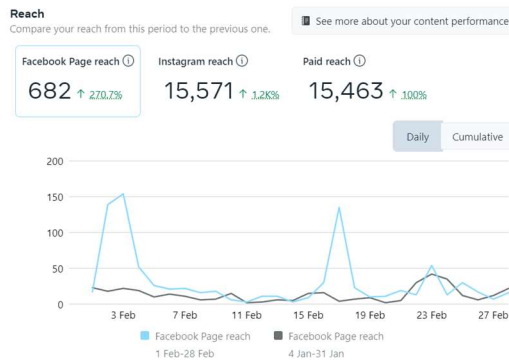
Figure 3. Social Media Engagement Data XYZ Company

According to Social Media Engagement Data XYZ Company in Figure 3, interactions that occur through Instagram social media have a fairly high value. Instagram social media was chosen in this study because Instagram can help companies achieve their goals, build and increase brand awareness, brand image, and interaction between companies and consumers directly. In addition, there are followers and following features that make users know who is interested in accounts on Instagram, post photos and videos with hashtag captions, get likes or comments from other followers, IGTV and LIVE features that make it easier to interact with followers that users have and finally instantly as a feature of Instagram that displays short stories that last for 24 hours [7]. XYZ company uses Instagram insights as an audit and is more widely used in companies.

Instagram users in Indonesia based on Napoleon Cat Data are 97.38 million Instagram users as of October 2022. This number is the fourth largest number of users in the world. Therefore, Instagram can be used as a marketing strategy to increase Hino's product purchases at XYZ company. [8]

Instagram users who joined XYZ company on January 19, 2023, can be seen in Table 1.

Table 1. Number of Instagram Customers XYZ Company

Total Followers	Customer	Prospective Customers	Others
2.279	56 %	21 %	24 %

The following is a synopsis of Insight Analysis social media Instagram XYZ Company:

Table 2. Synopsis of Insight Analysis

Month	Additional Follower	Total Follower	Account Reach (View & Saved)	Comparison Account Reach for July
August	28	1.096	1.324	1.898

Based on table 2 shows that there is a decrease in insights from July 2022. The data shows that interaction with customers through Instagram social media has decreased. The existence of these problems makes the company in selling Hino products also decrease. From the analysis, users prefer when social media dealers upload information related to promos and ongoing events, such as customer gathering events. In addition, social media insights will increase engagement if you upload videos, especially interesting educational videos. Here is the data to support the problem:

Table 3. Hino Pontianak Unit Sales for July-September 2022

Month (2022)	Total Sales
July	126
August	72
September	49

This indicates that the achievement of a brand's success in selling its products to customers is closely tied to its social media marketing efforts, as such marketing activities have a significant influence on product sales. Social media marketing enhances brand equity, encompassing brand recognition, perception, and allegiance [9, 10]. Through social media marketing initiatives, businesses can establish novel modes of marketing engagement, such as crafting their unique brand profiles, operating online customer support services, distributing product information, and presenting exclusive promotions in a straightforward, cost-effective, and environmentally conscious manner. (Breitsohl et al., 2015; Aji, et al., 2020).

Seo & Park's research has further confirmed that engaging in marketing efforts on social media platforms holds substantial

influence in cultivating brand equity. Good brand equity, in turn, leads to heightened electronic word-of-mouth (e-WOM) and stronger consumer commitment. Viral marketing or also known as electronic word of mouth [11] (eWOM), according to Philip Kotler and Kevin Lane Keller, is marketing using the internet to create the effect of word of mouth [12] to support marketing efforts and goals. Viral marketing, a form of word-of-mouth communication accelerated by the click of a mouse, is an effective mechanism encouraging consumers to share information about a company's products and services through various online formats such as audio, video, and written content. The significance of brand equity in consumer purchase decisions has long been studied, leading to the conclusion that consumers opt for branded products not solely based on their functionality or quality but also due to their desire to acquire the brand's inherent value and symbolic meaning.

Instagram, as one of the social media platforms, also has the potential to facilitate e-wom. Instagram has several advantages as a promotional medium in terms of digital marketing, especially in facilitating e-wom. Instagram is a visual platform that allows users to share photos and videos with high image quality. This allows businesses to showcase their products more attractively and enticing to their audience. In the context of e-wom, consumers who are satisfied with a product will tend to share pictures or videos of the product on their Instagram account so that information about the product can spread more widely. Instagram also has specific targeting features that allow businesses to target specific audiences based on interests, demographics, behaviors, and geographic location. This allows businesses to promote their products to the audience most likely to be interested in those products. In the context of e-wom, when a product has been uploaded on a business Instagram account, businesses can use this targeting feature to promote the product to the right audience, so that information about the product can spread more effectively. In addition, Instagram also has interactive features that allow users to interact with businesses through features such as comments, direct messages, and Instagram Stories. This allows businesses to build a more personalized relationship with their audience and provide a more interactive experience. In the context of e-wom, this interactive feature allows consumers

to provide feedback and reviews about products directly on the business's Instagram account. Another important feature is that Instagram provides analytics tools that help businesses monitor their promotions' performance, including the number of impressions, engagement rates, and conversions. This allows businesses to measure the success of their campaigns and make the necessary changes to improve the effectiveness of promotions. In the context of e-wom, promotion performance measurement can provide information on how many consumers share information about products on their Instagram accounts (Yanuar et al., &; Amalia, F., 2020)

In the long run, using Instagram as a digital marketing strategy can also help build customer loyalty. Hino can build strong relationships with potential and existing customers by constantly uploading content and interacting with followers. Research shows that a strong relationship between brands and customers can increase customer loyalty and encourage product repurchases in the long run [12]. In this case, e-wom can also be important in building customer loyalty. A study shows that positive recommendations from previous customers through e-wom can affect customer loyalty because recommendations from trusted people have a stronger influence on purchasing decisions [13]. Therefore, Hino can optimize e-wom through positive interactions with customers on Instagram and build a positive reputation on the platform, thus affecting customer loyalty in the long run. Researchers are motivated to investigate the impact of utilizing Instagram social media activities as a digital marketing strategy to enhance the sales of Hino products.

2. LITERATURE REVIEW

The following Literature review is related to research on the influence of Social Media Marketing Activities:

Table 4. Previous Research

Author Name	Heading	Conclusion
Aji, Nadhila, & Sanny [10]	Effect of social media marketing on instagram towards purchase intention: Evidence	The results of structural equation modeling support the validity of the current model and demonstrate the positive influence of SMMA on brand

	from Indonesia's ready to drink tea industry	equity. In addition, brand equity has a positive impact on e-WOM; and e-WOM maintains a positive influence on the purchase intent of customers. Finally, SMMA has also shown a direct impact on customer purchase intent.	that social media marketing activities have a positive and significant influence on brand equity and customer response.
Choedon & Lee [14]	The effect of social media marketing activities on purchase intention with brand equity and brand engagement: Empirical evidence from Korean cosmetic firm	The results showed that the five elements of SMMA were positively related to BE, SBE, and PI. The study allows cosmetic brands to forecast the future buying behavior of their customers more accurately and provides clarity to manage their marketing assets and activities as well.	Wu, L., & Liang, J. (2020)	The impact of e-wom on customer purchase intention in social media: The moderating role of social media marketing	This study aims to examine the effect of e-wom (electronic word of mouth) on customer purchase intent on social media and the role of social media marketing moderation. The results showed that e-wom had a positive and significant influence on customers' purchase intent on social media, and social media marketing moderated those relationships.
Macharia & Cheng [15]	How do social media marketing activities influence customer equity and purchase intention: An empirical study of hotel industry based on Ygeneration.	Research finds that social media marketing activities positively affect customer equity in the context of the hospitality industry. Brand equity and relationship equity positively affect customer purchase intent.	Asif, M., & Sheikh, Z. (2020)	Impact of social media marketing on customer satisfaction: A review of literature	This study aims to see the influence of social media marketing on customer satisfaction through a literature review. The results showed that social media marketing has a positive effect on customer satisfaction through social interaction and service quality.
Tariq, M. R., Mubeen, R., & Zaheer, A. (2019)	The Impact of Social Media Marketing Activities on Brand Equity: An Empirical Study.	This study aims to examine the effect of social media marketing activities on brand equity. The results showed that social media marketing activities have a positive and significant influence on brand equity.	Zeb, K., & Cheema, S. (2020)	Social media marketing and brand loyalty: A systematic literature review	This study aimed to conduct a systematic review of the literature on the influence of social media marketing on brand loyalty. The results showed that social media marketing has a positive and significant effect on brand loyalty through social interaction and customer experience.
Choi, Y. G., & Cho, S. (2019)	The effect of social media marketing activities on brand equity and customer response	This study aimed to examine the effect of social media marketing activities on brand equity and customer response. The results showed	Salazar-García, M.	Exploring the relationship	This study examines the relationship

L., Rodríguez-Sánchez, C. M., & García-Castro, I. (2020)	between social media marketing, brand trust, and purchase intention: A study in the Spanish fashion industry	between social media marketing, brand trust, and purchase intent in the context of the fashion industry in Spain. The results showed that social media marketing has a positive and significant influence on brand trust and purchase intent.
Le, H., Nguyen, B., Vu, H., & Nguyen, T. H. (2020)	Does Social Media Marketing Affect Purchase Intention? A Study of Generation Z in Vietnam	This study aims to find out whether social media marketing has an effect on the purchase intention of generation Z consumers in Vietnam. The results show that social media marketing has a positive and significant influence on the purchase intentions of generation Z consumers.

3.   RESEARCH METHODS

Research methods are stages used to solve research problems and achieve research objectives. In this study, a research method can be seen in Figure 4.
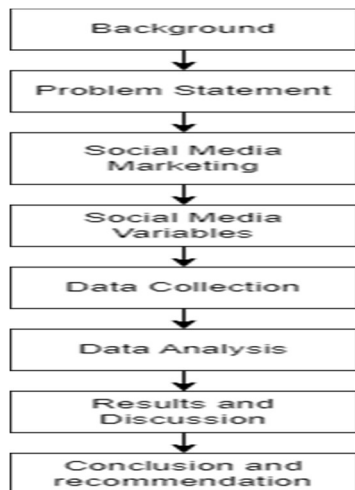

Figure 4. Research Method

From Figure 4, it can be explained the stages; namely, in the first stage, the researcher analyzes the determination of the background and formulates problems related to the research topic raised. The next stage is to continue and apply marketing through social media, and this study is devoted to using Instagram social media. The third stage is to collect data derived from filling out questionnaires by Hino customer companies. The next stage is to analyze and process existing data. The last stage in this study is to produce conclusions and suggestions related to a data processing to determine the effect of Instagram social media promotion on Hino product sales at XYZ company.

This research model is carried out because promotions on social media can attract customers and retain customers on hino products at XYZ company.

In the research conducted, there are population needs and samples that will be used in data collection. Here are the populations and samples needed in this study.

1. Population
    The population in this study is customers who know Hino's Instagram social media, with a total of 521 companies and individuals and respondents who have made purchases or ordered products online and offline.

2. Sample
    The sampling technique uses purposive sampling. Purposive sampling is a technique researchers use if researchers have certain considerations in sampling or determining samples for certain purposes [16]. The number of samples in this study is 150 companies listed as Loyal VIP Customer Hino products at XYZ company. Data collection based on Loyal VIP Customers is because the customer already has more than 20 Hino units and has made Repeat Orders at least once. In addition, 150 companies have also followed XYZ company.

3. 1 Research Instruments

Research instruments are tools used to measure observed social phenomena. In this study, several methods can be seen in Figure 5.
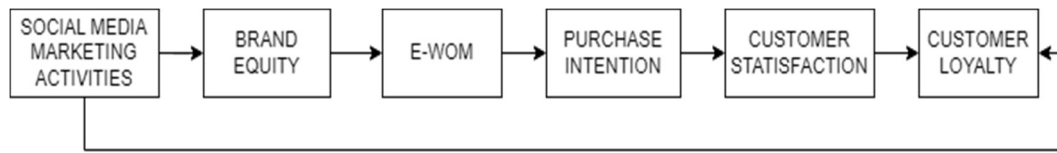
Figure 5. Research Instruments

Figure 5 shows that this study has 6 (six) variables, namely Social Media Marketing Activities, Brand Equity, e-wom, Purchase Intention, Customer Satisfaction, and Customer Loyalty. The relationship between these variables is complex and interrelated. Social Media Marketing Activities can affect Brand Equity and e-wom, which can then affect Purchase Intention, Customer Satisfaction, and Customer Loyalty.

According to research by Naeem et al. (2021), Social Media Marketing Activities positively affect Brand Equity and e-wom. Brand Equity is a positive consumer perception of the brand, which can increase Purchase Intention and Customer Loyalty. In addition, e-wom can also affect Purchase Intention and Customer Loyalty. E-wom refers to information consumers communicate through online platforms about a particular product or brand. The more positive the e-wom, the more likely consumers will have high Purchase Intention and Customer Loyalty.

Customer satisfaction also plays an important role in the relationship between these variables. According to research by Nguyen et al. (2021), Customer Satisfaction can positively affect Purchase Intention and Customer Loyalty. In other words, the higher the level of customer satisfaction, the more likely they will have high Purchase Intention and Customer Loyalty.

In digital marketing, Instagram can be used as a platform for Social Media Marketing Activities, influencing Brand Equity and e-wom. Instagram can also increase Customer Satisfaction by displaying attractive products and providing good service to customers. In addition, Social Media Marketing Activities (SMMA) or marketing activities through social media is a digital marketing strategy many companies use to increase customer loyalty or loyalty. Several studies show that SMMA has a positive influence on customer loyalty. One study examining the relationship between SMMA and customer loyalty is conducted by Ali, Nguyen, and Mavondo (2019) by taking a sample of respondents from online store customers in Vietnam. The results showed that SMMA positively affects customer loyalty

through factors such as customer satisfaction and product quality. This shows that SMMA can help increase customer satisfaction and build a good brand image, thereby increasing customer loyalty. Another study by Mubarik, Asif, and Hwang (2019) also found similar results. The study was conducted on respondents of hotel customers in Pakistan and showed that SMMA positively influences customer loyalty through factors such as customer satisfaction and service quality. This shows that SMMA can help companies increase customer satisfaction and strengthen customer relationships, thereby increasing customer loyalty. The research instrument in this study aims to make measurements to produce accurate quantitative data, and each instrument must have a scale. The measurement scale used in this study is the Likert scale. The Likert scale describes the variables to be measured into variable indicators. Then the indicators are used as benchmarks to compile instrument items that can be statements or questions with values 1 to 5 [17]. The grid of research instruments in this study can be seen in the table below:

Table 5. Research Instrument Grille

Variable	Indicator
Social Media Marketing Activity [10]	Entertainment, Interesting content and easy to understand and liked by Interaction followers, including the response given by customers to the uploaded content
	Trendiness, the latest and updated content about the product
	Advertisement, product promotion content to increase sales
	Customization, listening to criticism and suggestions given by customers/followers so that Creating Satisfaction
Brand Equity [10]	Perceived Quality, Brand awareness refers to whether consumers can remember or recognize a brand, or simply know the brand

	Brand Awareness, something that reflects a brand's image of a certain impression in relation to habits, lifestyle, benefits, product attributes, geography, price and competitors
	Brand Loyalty, Subjective assessment and evaluation of customers regarding the quality and excellence of a product or service as a whole
	Brand Associations, A measure that shows the extent to which the association between consumers and a particular brand affects the likelihood that consumers will switch or not to another product or service brand.
E-WOM [10]	Intensity, the number of opinions written by consumers on a social networking site
	Positive Valance, positive consumer opinions about products, services, and brands
	Negative Valance, negative consumer opinions about products, services, and brands
	Content, the content of information from social networking sites related to products and services
Purchase Intention [10]	Transactional intention refers to an individual's intention to engage in a purchase transaction for a product or service offered by a business or brand.
	Preferential intention refers to an individual's intention to choose or purchase a specific product or

	service over others, based on their personal preferences or liking.
Customer satisfaction (Tung, V. H., Luan, L. H., & Huong, N. T. L., 2021)	Responsiveness or responsiveness is the company's ability to provide fast service and be responsive to customer requests and complaints.
	Tangibles or concrete objects are indicators related to the physical and aesthetic quality of a product or service.
	Empathy or empathy is the company's ability to understand customer needs and wants, and provide solutions that are in accordance with customer problems or needs.
Customer Loyalty [18]	Repeat purchase (repurchase of products) is to show the loyalty of repeat purchases or periodic purchases to a product
	Retention is showing the resilience of customer loyalty to negative influences about the company
	Referalls (recommendations) are references to the total existence of the company.

3.2 Statement of Research Variabel

In this study, the measured variables require indicators that are relevant to each questionnaire question. The following statements are based on variables and indicators from Table 6.

Table 6: Statements of Research Variable

No	Variabel	Indicator	Statement	Code
1	Social Media Marketing Activity (Aji, et al., 2020)	Entertainment	The Instagram account of Hino products is interesting.	EN1
			The content shared by Instagram's Hino products is interesting.	EN2
			I enjoy the moment of seeing Hino's product on Instagram.	EN3
		Interaction	Instagram products by Hino allow sharing information with others.	IN1

			I can discuss and exchange opinions on Hino products on Instagram.	IN2
			It should be easy to express on Instagram about Hino products.	IN3
		Trendiness	The content shared on Hino's Instagram account is the latest information.	TR1
			Interacting with Instagram's Hino products has become a current trend.	TR2
			Instagram product promotion for Hino utilizes the latest images/videos.	TR3
		Customization	Instagram's Hino products provide the information I need.	CU1
			I can easily obtain the information I need about Hino products from Instagram.	CU2
			The appropriate information search is available on Instagram for Hino products.	CU3
		Advertisment	I like the advertisements that are published on Instagram for Hino products.	AD1
			The Instagram advertisement for Hino products positively influences my attention towards Hino products.	AD2
			The advertisement released on Instagram for Hino products is appealing.	AD3
2	Brand Equity (Aji, et al., 2020)	Brand Awaerness	I am always aware of the Hino product brand.	BE1
			I am aware of the characteristics of Hino products.	BE2
			I can always remember the Hino product logo.	BE3
		Brand Associations	Several characteristics of Hino products quickly come to mind.	BA1
			I can quickly remember the performance of Hino products.	BA2

			I am having difficulty imagining the Hino product brand in my mind.	BA3
		Brand Loyalty	I am satisfied with the products or services of Hino products during my recent purchasing experience.	BL1
			I will buy a Hino product on the next opportunity.	BL2
			I will recommend Hino products to others.	BL3
		Perceived Quality	Compared to alternative brands, Hino products have high quality.	PQ1
			Compared to alternative brands, Hino products are better.	PQ2
			Compared to alternative brands, Hino products have consistent quality.	PQ3
3	E-WOM (Aji, et al., 2020)	Intensity	I speak about Hino products more often than other diesel products.	IT1
			I talk about Hino products more often than other brands.	IT2
			I am talking about Hino products to many people.	IT3
		Positive Valance	I recommend Hino products.	PV1
			I am proud to tell others that I am a customer of Hino products.	PV2
			I mostly say positive things to others about Hino products.	PV3
		Negative Valance	I do not recommend the Hino product.	NV1
			I am not proud to tell others that I am a customer of Hino products.	NV2
			I mostly don't say positive things to others about Hino products.	NV3
		Content	I am discussing the prices of products offered by Hino products.	CO1
			I am discussing the various products offered by Hino.	CO2
			I am discussing the quality of the products offered by Hino products.	CO3
4	Purchase Intention (Aji, et al., 2020)	Transactional Intention	Interacting with Instagram Hino products helps me make better decisions before purchasing Hino products.	TI1
			Interacting with Hino's Instagram products increases my intention to purchase Hino products.	TI2

		Preferential Intention	I will buy products as advertised on Instagram.	PI3
			I have a strong intention to become a customer of Hino products.	PI4
5	Customer Satisfaction (Tung, V. H., Luan, L. H., & Huong, N. T. L., 2021)	Responsiveness	The response given when submitting a complaint/question/request is very fast.	RE1
			It's easy to contact the company when needed.	RE2
			Problem-solving/complaint resolution is very effective.	RE3
		Tangibles	The visual appearance of the product or service is attractive.	TA1
			Aligning visual content with the brand image of PT. XYZ.	TA2
		Empathy	The solution provided by PT. XYZ is in accordance with the problem or needs of the customers.	EM1
			The content provided is relevant to the needs and desires of the customers.	EM2
6	Customer Loyalty (Wardiyanti., et al., 2019)	Repeat Purchase	I will continuously use Hino products.	RP1
			I appreciate the service provided by the employees of PT.XYZ.	RP2
		Retention	I will not switch to another product even if similar products have a cheaper price.	RT1
			I will not switch to another truck product even if it offers better benefits.	RT2
		Referalls	I am confident that the Hino products from PT.XYZ have good quality.	RL1
			I will recommend Hino products to others.	RL2

3. 3 Data Analysis Techniques

Data analysis was performed using the Structural Equation Model (SEM). Then the Structural Equation Model (SEM) analysis was performed. SEM analysis is an analytical technique that allows the testing of a series of relationships simultaneously. This relationship is built between one or several independent variables with one or several dependent variables. SEM uses statistical methods to present data in achieving research objectives and can apply many models in achieving research objectives and can apply many models in answering research problem formulations [19]. SEM model analysis using SmartPLS 4.0 software. Two stages must be carried out in SEM analysis, namely as follows:
1. Testing the outer model

The outer model (outerrelation) defines how each indicator block relates to its latent variables. It consists of:

a. Convergent validity can be assessed based on the correlation between the component/indicator values and the construct values.

b. Discriminant validity of reflexive indicators can be seen in the crossloading between indicators and their constructs.

c. Composite reliability is used to measure construct reliability. Composite reliability measurement using cronbach's alpha.

2. Testing the inner model
   The inner model describes the relationship between latent variables based on substantive theory. The structural model is assessed using R-square for the dependent construct. Changes in the R-square value can be used to assess the substantive effect of certain independent latent variables on the latent dependent variable.

3. Hypothesis Testing
   Hypothesis testing aims to test the selected sample data to meet statistical criteria. Hypothesis testing was carried out using SmartPLS based on the bootstrapping procedure to test the coefficients [20].

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

In this study, the respondents were customers familiar with Hino's Instagram social media. The total number of respondents was 150 people. The characteristics of Instagram users who are customers of Hino products can be seen in Figure 6.
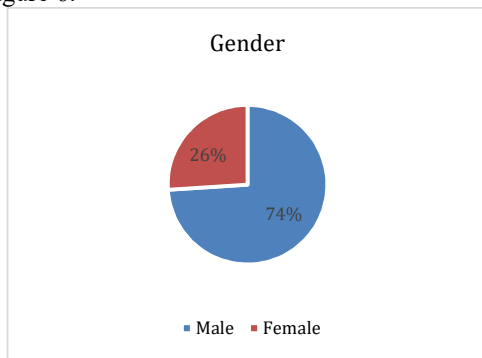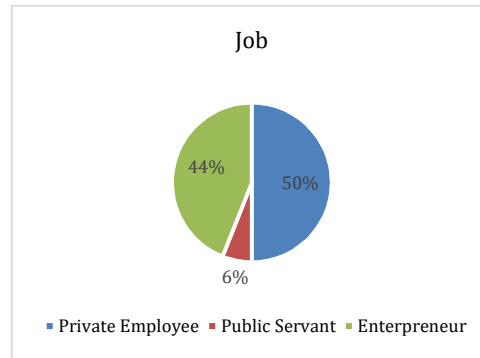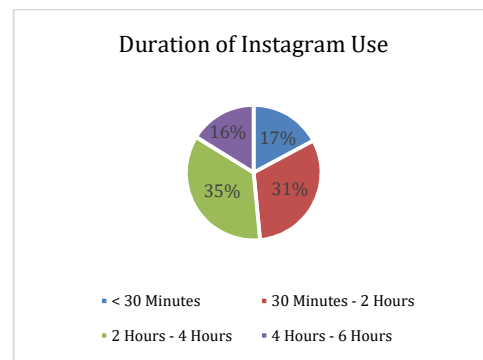

Figure 6. Gender

Figure 7. Job
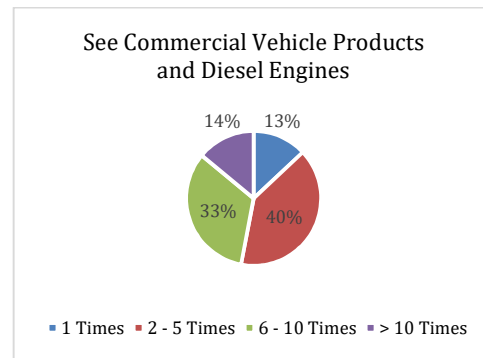

Figure 8. Duration of Instagram Use

Figure 9. See Commercial Vehicle Products and Diesel Engines
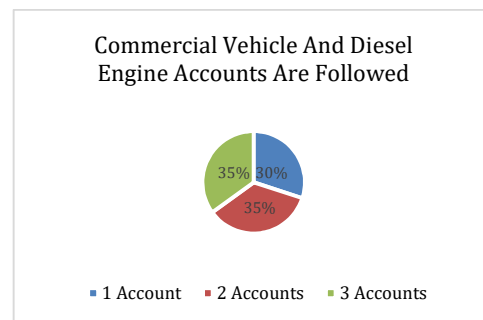

Figure 10. Respondent Characteristics

Based on Figure 6, respondent data based on job types are divided into groups of private employees, civil servants, and entrepreneurs. Private employee respondents represent the largest group of customers of XYZ Company, with 75 people accounting for 50% of the total respondents. They are followed by entrepreneur respondents, totaling 66 people or 44%. The group of civil servants consists of 9 people, representing 6% of the total respondents.

4.2 Evaluation of The Outer Model

This study tests the validity and reliability using the evaluation of the outer model. In the evaluation, the outer model is used to specify the relationship between latent variables and their indicators. In the evaluation of the outer model, it consists of a convergent validity test used to determine the validity of each relationship between indicators and constructs, discriminant validity to determine the extent to which a construct is truly different from other constructs, and composite reliability is used to measure the reliability value of a variable.

4.2.1 Convergent Validity Test

A convergent validity test is a test that aims to determine the validity of each relationship between indicators and constructs or latent variables. This test is seen from the value of the loading factor or outer loading. An indicator is stated to have good validity if the correlation value of the loading factor is > 0.70 [21]. If the outer loading value < 0.40 can remove, the indicator must consider the impact on the AVE value and composite reliability. The outer loading value is between > 0.40 to < 0.70 [22]. In this study, using respondent data collected, some negative values and indicators are <0.70, so negative indicators are gradually removed. Of all the variables used, there are 56 indicators, but in the outer loading process, there are invalid indicators, so they must be removed from the model. The following are the variables used in the model, which can be seen in Figure 11.

	Outer loadings
AD1 <- Social Media Marketing Activities	0.781
BE2 <- Brand Equity	0.818
BE3 <- Brand Equity	0.764
BL2 <- Brand Equity	0.744
CO3 <- E-WOM	0.811
EM1 <- Customer Satisfaction	0.791
EN2 <- Social Media Marketing Activities	0.713
EN3 <- Social Media Marketing Activities	0.797
IT1 <- E-WOM	0.710
IT2 <- E-WOM	0.763
IT3 <- E-WOM	0.790
PI4 <- Purchase Intention	0.852
PQ3 <- Brand Equity	0.712
RE2 <- Customer Satisfaction	0.782
RE3 <- Customer Satisfaction	0.845
RP2 <- Customer Loyalty	0.850
RT1 <- Customer Loyalty	0.854
RT2 <- Customer Loyalty	0.794
TI1 <- Purchase Intention	0.869
TR3 <- Social Media Marketing Activities	0.724

Figure 11. Outer Loading Value

4.2.2 Discriminant Validity Test

In testing the discriminant validity in this study using cross-loading criteria and the square root of average (AVE). The discriminant validity test uses the cross-loading value; if the cross-loading value for each indicator is greater than the cross-loading of the other latent variables, it can be said to fulfill discriminant validity [21].

Table 7. Discriminant Validity (Cross Loading)

Indicator	SMMA	Brand Equity	E-WOM	Purchase Intention	Customer Satisfaction	Customer Loyalty
AD1	0,781	0,474	0,589	0,565	0,495	0,485
EN2	0,713	0,440	0,464	0,346	0,453	0,357
EN3	0,797	0,467	0,531	0,430	0,511	0,463
TR3	0,724	0,511	0,535	0,495	0,533	0,416
BE2	0,524	0,818	0,631	0,453	0,582	0,504
BE3	0,463	0,764	0,598	0,445	0,557	0,469
BL2	0,484	0,744	0,594	0,503	0,515	0,505
PQ3	0,555	0,712	0,555	0,492	0,407	0,456
CO3	0,583	0,600	0,811	0,503	0,504	0,472
IT1	0,460	0,545	0,710	0,543	0,464	0,435
IT2	0,546	0,634	0,763	0,504	0,594	0,549

IT3	0,576	0,626	0,790	0,605	0,564	0,563
TI1	0,506	0,526	0,643	0,869	0,494	0,509
PI4	0,552	0,543	0,585	0,852	0,495	0,592
EM1	0,480	0,550	0,510	0,465	0,791	0,454
RE2	0,518	0,509	0,573	0,424	0,782	0,435
RE3	0,599	0,585	0,593	0,498	0,845	0,461
RP2	0,444	0,560	0,579	0,424	0,782	0,850
RT1	0,492	0,546	0,508	0,498	0,845	0,854
RT2	0,493	0,485	0,562	0,552	0,437	0,794

Based on Table 7, the cross-loading values of social media marketing activities, brand equity, E-WOM, purchase intention, customer satisfaction, and customer loyalty get a greater value than the cross-loading values of other variables. This is because the cross-loading value gets a value above 0.7 [21], so the instrument used is valid and passes the discriminant validity test with a cross-loading value.

Table 8. AVE Value

No	Variable	AVE Value
1	Brand Equity	0,578
2	Customer Loyalty	0,694
3	Customer Satisfaction	0,650
4	E-WOM	0,592
5	Purchase Intention	0,740
6	Social Media Marketing Activity	0,570

Table 8 shows that all indicators used for brand equity, customer loyalty, customer satisfaction, E-WOM, purchase intention, and social media marketing activity variables are declared valid because the AVE value is above 0.5 [23]. So that the values of all indicators in the latent variable block can have a high correlation with the latent variable itself.

4.2.3 Composite Reliability Test

This study contains the results of the composite reliability test and Cronbach's alpha value. Composite Reliability and Cronbach's Alpha values show the composite reliability test. Composite reliability (CR) interpretation is the same as Cronbach's alpha. A threshold value of $\geq$ 0.70 is acceptable, and a value $\geq$ 0.80 is very satisfactory.

Generally accepted level of reliability $\geq$ 0.70, while reliability $\leq$ 0.70 is acceptable for exploratory research [24]. The results of the composite reliability test can be seen in Table 9.

Table 9. Composite Reliability dan Cronbach's Alpha

Variabel	Composite Reliability	Cronbach's Alpha
Social Media Marketing Activities	0,841	0,747
Brand Equity	0,845	0,756
E-WOM	0,853	0,769
Purchase Intention	0,851	0,750
Customer Satisfaction	0,848	0,731
Customer Loyalty	0,872	0,779

Based on Table 9, it can be explained that the composite reliability and Cronbach's alpha values for all constructs meet the desired value criteria and are above the suggested value. The composite reliability value of each construct is above 0.70, so it can be concluded that each construct meets good reliability.

4.3 Evaluation of Inner Model
4.3.1 R Square (R2) Test

The R Square test is used to evaluate the structural model. The R2 value category is the moderate category if the R2 value ranges from 0.50-0.75, and if the R2 value is > 0.75, it has a strong influence in predicting the independent variable [21].

	R-square	R-square adjusted
Brand Equity	0.394	0.390
Customer Loyalty	0.386	0.377
Customer Satisfaction	0.330	0.326
E-WOM	0.613	0.610
Purchase Intention	0.510	0.507

Figure 12. R Square Results

4.3.2 Q Square (Q2) Test

Q Square (Q2) describes predictive relevance, predictive relevance is a test conducted to show how well the observed value is generated using a blindfolding procedure by looking at the Q square value. If the Q square value > 0, it can be said to have a good observation value, whereas if the Q square value < 0, it can be stated that the observation value is not good [25].

Figure 13. Q Square Results

Based on Figure 14 it can be explained that the Q square value obtained from all variables has good predictive relevance, because the Q square value > 0.

4.3.3 Goodness of Fit Index (GoF Index)

The GoF test is used to thoroughly test both the outer and inner models to see if the observed values match the expected values in the model [26].

The GoF value in this study was 0.355, which means it is in the medium category because it is in the range of 0.25-0.37. Therefore it can be interpreted that the model has a moderate fit.

4.3.4 F Square (f2) Test

The f square test is used to see the partial effect of each independent and dependent variable respectively.

Table 10. Uji f Square (f^2)

Variable	F Square (F^2)	Criteria
Brand Equity -> E-WOM	1,582	Strong
Customer Satisfaction -> Customer Loyalty	0,093	Weak
E-WOM -> Purchase Intention	1,042	Strong
Purchase Intention -> Customer Satisfaction	0,493	Strong
Social Media Marketing Activities -> Brand Equity	0,650	Strong
Social Media Marketing Activities -> Customer Loyalty	0,121	Moderat

Based on Table 10, it means that the relationship that has strong criteria is the effect of brand equity on E-WOM, E-WOM on purchase intention, purchase intention on customer satisfaction, and social media marketing activities on brand equity because the f square obtained is in the range > 0,35. The relationship with moderate criteria is the influence of social media marketing activities on customer loyalty because it is in the range of 0.15-0.35. Meanwhile, those with weak criteria are the influence of customer satisfaction on customer loyalty.

4.4 Hypothesis Testing Results

Hypothesis testing will be conducted to determine whether the hypotheses can be accepted or rejected. The hypothesis testing conducted in this study includes testing for direct and indirect effects. The hypothesis testing is performed using the bootstrapping procedure on the sample data. The results of the bootstrapping output in this study can be seen in Figure 15.
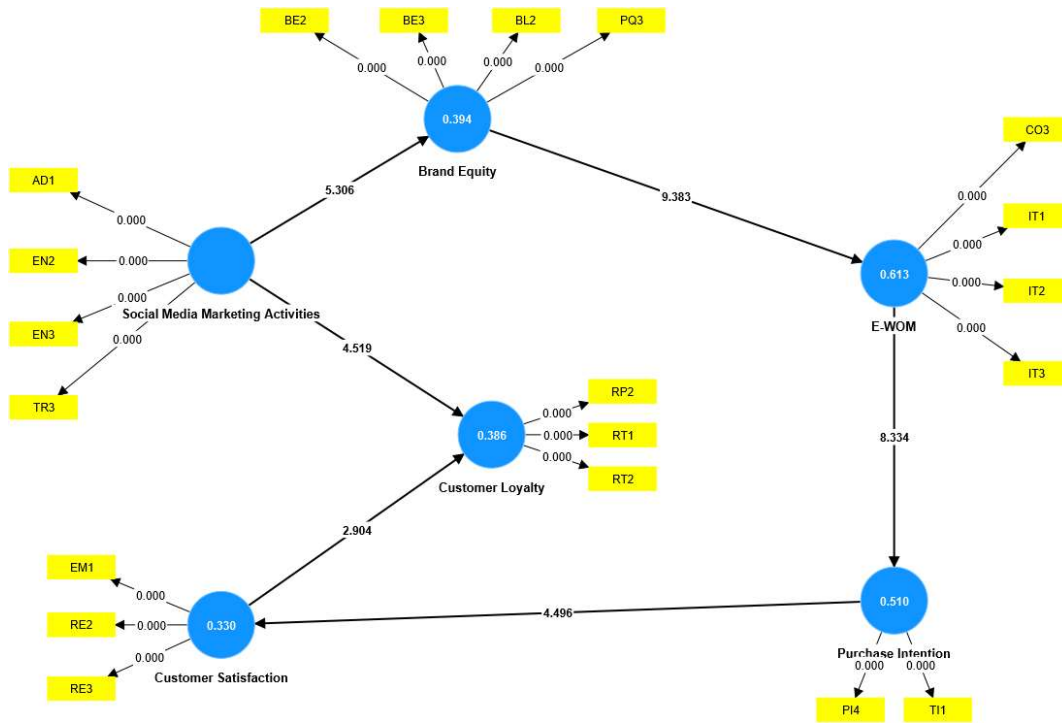
Figure 14. Boostrapping Output Results

The output of path coefficients and specific indirect effects is examined in hypothesis testing. Hypothesis testing is conducted by observing the original sample values (Yunikartika & Harti, 2022). In this study, the critical t-value is 1.65 for 150 respondents, with a significance level of 5%. The path coefficients, indicating the values of the inner model, can be seen in Table 11.

accepted. Similarly, for the P-Values, if the P-Values < 0.05, it is considered to have a significant effect or is accepted. To determine each hypothesis's positive or negative relationship. The T-Statistics and P-Values determine the significance. If the T-Statistics > critical t-value, it can be concluded that the variable has a significant effect or is

Table 11. Path Coefficient (Direct Effect)

	Original Sample	T-Statictics	P Values	Description
Social Media Marketing Activities -> Brand Equity	0,628	5,306	0,000	Influential
Brand Equity -> E-WOM	0,783	9,383	0,000	Influential
E-WOM -> Purchase Intention	0,714	8,334	0,000	Influential
Purchase Intention ->	0,575	4,496	0,000	Influential

Customer Satisfaction				
Customer Satisfaction -> Customer Loyalty	0,318	2,904	0,004	Influential
Social Media Marketing Activities -> Customer Loyalty	0,363	4,519	0,000	Influential

Based on Table 11, from the results of data analysis that has been carried out using the Partial Least Square (PLS) method, this study uses SmartPLS 4.0 software, and the number of respondent data is 150 people. Of the six hypotheses used in this study, it is acceptable because the overall results of the hypothesis test on the direct effect, as seen from the values obtained by the path coefficient, all meet the provisions in determining whether the hypothesis has a significant or insignificant effect.

H1: Social Media Marketing Activities Influences Brand Equity

From the research results, this study tested the hypothesis using the SmartPLS software. In the first hypothesis (H1), "Social Media Marketing Activities have a positive effect on Brand Equity," to get significant results or be accepted. This means that the management of social media marketing at the company. A good XYZ will form the added value of a product offered. The results of this study are research conducted by [21] that the importance of activity on social media is in increasing customer purchase intentions. Other research that proves this was conducted by [22] that marketing activities on social media affect brand equity by consumers.

H2: Brand Equity Influences e-wom

The next hypothesis (H2), "Brand Equity has a positive effect on e-WOM," gets significant results or is accepted. Adding value to a product will shape consumer statements or comments about products on social media. The results of this study follow research conducted by [21] that with a more interactive social media system, consumers can share knowledge regarding brand products and services more flexibly, so that information about products and services can spread more widely. Broad and fast. This is also in line with [23] that a

positive view of brand equity can have a positive effect on e-WOM.

H3: E-Wom Influences Purchase Intention

The third hypothesis (H3), "e-WOM has a positive effect on Purchase Intention," gets significant results or is accepted. This means that providing added value to hino products will form high consumer purchase intentions so that sales of hino products can increase and provide a large profit for sales of XYZ company. The results of this study follow research conducted by [21] that interaction via the internet (e-WOM) can affect the purchase intention of a customer. Other research which revealed this was carried out by [24] that the higher and better the quality of e-WOM, the impact on increasing purchase intention (intention to buy).

H4: Purchase Intention Influences Customer Satisfaction

The fourth hypothesis (H4), "Purchase Intention has a positive effect on Customer Statistics," gets significant results or is accepted. This means that customers will have a high purchase intention if the customer is satisfied with the products and services provided by XYZ company. Compared with previous research conducted by [25], customer satisfaction has a positive effect on purchase intention. This is because the higher the customer satisfaction, the higher the interest to buy.

H5: Customer Satisfaction Influences Customer Loyalty

The fifth hypothesis (H5), "Customer Satisfaction has a positive effect on Customer Loyalty," gets significant results or is accepted. This means that the satisfaction experienced by customers will form customer loyalty towards product purchases at XYZ company so that customers make repeated purchases at XYZ

company. The results of this study follow research conducted by [26] that the Customer Satisfaction Variable (X1) has a significance value of 0.002 in the Coefficients table with an α value (degree of significance) of 0.05, meaning 0.002 t table (1.697). This means that Customer Satisfaction has a significant positive effect on Loyalty.

H6: Social Media Marketing Activities Influences Customer Loyalty

The sixth hypothesis (H6), "Social Media Marketing Activities has a positive effect on Customer Loyalty," gets significant results or is accepted. This means that good management of social media marketing can form customer loyalty by interacting with customers on social media Instagram, such as replying to direct messages and comments, because it will provide customer loyalty. The results of this study are different from other case studies conducted by [27] in that the Social Media Marketing Activities variable does not have a significant direct effect on Customer Loyalty but must increase Value Equity, Brand Equity, and Relationship Equity.

Based on the description above, the influence of social media marketing activities through the proposed variables can increase the purchase of hino products at XYZ company. This is because social media marketing activities positively affect brand equity. Brand equity has a positive influence on e-WOM, then e-WOM has a positive impact on purchase intention, and purchase intention also has a positive influence on customer satisfaction. Customer satisfaction has a positive effect on customer loyalty, and social media marketing activities positively influence customer loyalty.

5. CONCLUSION

After conducting research "The Influence Of Instagram Social Media Activities As A Digital Marketing Strategy In Increasing Purchases" using SmartPLS software, the conclusions obtained are:

This research focuses on the influence of social media Instagram as a strategy to increase sales of Hino products at PT. XYZ. PT. XYZ has used social media, one of which is Instagram, starting in 2018 to expand its customer network by providing interesting information, ranging from ongoing promotions and events, educating customers about products, to entertainment media. PT. XYZ wanted to know how much influence social media and Instagram promotion had on

purchasing Hino products. This research contributes to providing information that social media can be used as a medium for providing knowledge to realize a sustainable knowledge management system and when a company plans to build a knowledge management system for the five variables, namely Social Media Marketing Activities, Brand Equity, e -WOM, Brand Equity, Purchase Intention, Customer Statistics, and Customer Loyalty which can be empowered to realize sustainable knowledge management within the organization.

This study used a quantitative method using a survey as a research medium, and a sample of 150 companies were registered as Loyal VIP Customers for Hino products at PT. XYZ. The survey was conducted using the Google form to find accurate sample results regarding customer behavior for Hino products at PT. XYZ. The variables used in this study are social media marketing, brand equity, purchase intention, and customer satisfaction as the influential independent variables and customer loyalty as the dependent variable. The analytical method uses the Structural Equation Model (SEM). SEM analysis is an analytical technique that allows the testing of a series of relationships simultaneously. SEM model analysis using SmartPLS 4.0 software.

From the research, several hypotheses can be drawn, namely the first hypothesis, which says that social media marketing is proven to affect brand equity—management of social media marketing at PT. A good XYZ will form the added value of a product offered. The results of this study follow research conducted by [21] that the importance of activity on social media is in increasing customer purchase intentions. Other research that proves this was conducted by [22] that marketing activities on social media affect brand equity by consumers. The second hypothesis is that adding value to a product will shape consumer statements or comments about the product on social media. This study's results follow research conducted by [21] that with a more interactive social media system, consumers can share knowledge regarding brand products and services more flexibly, so that information about products and services can spread more widely. Broad and fast. This is also in line with [23] that a positive view of brand equity can positively affect e-WOM. The third hypothesis is that providing added value to hino products will form high consumer purchase intentions so that sales of hino

products can increase and provide a large profit for sales of PT. XYZ. The results of this study follow research conducted by [21] that interaction via the internet (e-WOM) can affect the purchase intention of a customer. Other research which revealed this was carried out by [24] that the higher and better the quality of e-WOM, the impact on increasing purchase intention (intention to buy). The fourth hypothesis is that customers will have high purchase intention if customers get satisfied with the products and services XYZ Company provides. Compared with previous research conducted by [25], customer satisfaction has a positive effect on purchase intention. This is because the higher the customer satisfaction, the higher the interest in buying. The fifth hypothesis is that the satisfaction experienced by customers will form customer loyalty toward product purchases at PT. XYZ, so that customers make repeat purchases at PT. XYZ. The results of this study follow research conducted by [26] that customer satisfaction has a significant positive effect on loyalty. The sixth hypothesis is that good management of social media marketing can form customer loyalty by interacting with customers on Instagram social media, such as replying to direct messages and comments, because it will provide customer loyalty. The results of this study are different from other case studies conducted by [27] in that the Social Media Marketing Activities variable does not have a significant direct effect on Customer Loyalty but must increase Value Equity, Brand Equity, and Relationship Equity.

This study has limitations; for further research, it can pay attention to the factors or causes of the influence of social media marketing activities through intervening variables and use better questionnaire data so that respondents understand the questionnaire and can produce better results from this study.

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