

## THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION DECISION PRODUCT by.U: THE MEDIATING ROLE OF BRAND IMAGE, BRAND AWARENESS AND BRAND EQUITY

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### ABSTRACT

The by.U product is the first digital prepaid cellular service in Indonesia that provides an end-to-end digital experience for all telecommunications needs. by.U was developed specifically for the Gen Z segment in Indonesia, which at that time was projected to number around 44 million people. The company continues to market this product so that it becomes the choice of consumers, including by implementing several marketing methods which will be studied in this research. This research aims to determine the description of social media marketing activities, brand image, brand awareness and Brand Equity at by.U based on respondents' opinions. This study uses quantitative data collected based on filling out questionnaires carried out by 272 respondents who have used or are currently using by.U products, with the criteria that people who follow or have followed by.U social media have the desire to buy by.U products in the future come. Sampling was carried out by purposive sampling. Data analysis was carried out using SEM techniques via the SmartPLS application. This study shows that social media marketing activities have a significant influence on brand awareness and brand image, which in turn contribute positively to brand equity and purchase intention. Apart from that, brand awareness and brand image are proven to play an important role in increasing brand equity and consumer purchasing interest in by.U products.

**Keywords:** Purchase Intention, Social Media Marketing, Brand Image, Brand Awareness, Brand Equity

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### INTRODUCTION

The Industrial Era 4.0, which encourages technological progress and the use of internet networks, will automatically increase people's need for adequate data or internet networks, to be able to carry out every activity that was previously carried out conventionally, but many have now moved online. Another factor that has driven an increase in the need for internet networks, namely the Covid-19 pandemic which has given rise to Government policy in limiting community activities from meeting in person or carrying out activities outside the home, so that work in all fields is carried out online, especially activities that cause crowd contact and directly with each other.

The by.U product is the first digital prepaid cellular service in Indonesia that provides an end-to-end digital experience for all telecommunications needs. by.U was developed specifically for the Gen Z segment in Indonesia, which at that time was projected to number around 44 million people.

The company continues to market this product so that it becomes the choice of consumers, including by implementing several marketing methods which will be studied in this research.

Marketing strategy is a very important role to face high market competition in order to be able to compete with similar companies, namely companies providing cellular operator services in Indonesia, considering that by.U's own products when compared to other company brands are still very new on the market, so they require a strategy. appropriate marketing to communicate to customers according to the target market by.U. Social Media Marketing is a form of marketing that utilizes internet technology to achieve marketing goals, referring to internet usage penetration data in Indonesia, Social Media Marketing is the right strategy for marketing by.U products, and can increase the brand image and brand awareness of the product by.U which is still relatively new in the telecommunications industry market.

Hanadi, et al (2023), entitled "The Impact of social media marketing on purchase intention: The mediating role of brand trust and Image" which states that social media marketing influences purchase intention but uses the E-wom variable as an intervening variable, Based on the background description above, it is necessary to know what influences the decline in sales of New Sales by.U seen from its social media marketing by adding consumer views based on brand image, brand trust, and brand awareness as well as the role of brand equity so that by.U products can continue to survive. in the Indonesian market and can win the telecommunications market, especially among young customers. Therefore, it is necessary to carry out research and updates based on previous research so that by.U can know what strategies to reach consumers so that they have an interest in purchasing by.U products, so the author is interested in conducting research related to increasing byU sales through consumer buying interest in by.U products by conducting social media marketing, Brand Image, Brand Awareness, and Brand Equity as mediation, so that the research title is obtained "The Influence of Social Media Marketing on Purchasing Decisions by.U: The Role of Mediation, Brand Image, Brand Awareness and Brands Equity.

## **1. LITERATURE REVIEW AND HYPOTESIS DEVELOPMENT**

### **1.1 Literature Review**

#### **1) Purchase Decision**

Aziz and Sadad (2020) Each individual consumer has different behavior in determining their choice of a product depending on their individual psychological and social conditions. To generalize, consumer behavior research is carried out based on three research perspectives which act as guidelines for thinking and identifying factors that influence consumer acquisition behavior. These three perspectives are the Decision-Making Perspective, the Experience Perspective and the Behavioral Influence Perspective.

#### **2) Social Media Marketing**

Social media marketing is an activity or activity in conveying and communicating offers of goods or services to increase the company's popularity and profits in its target market (Solomon et al., 2018). Marketing via social media using various platforms can provide benefits for business actors by influencing consumer purchasing decisions (Priansa, D. J & Suryawardani, 2020).

#### **3) Brand Image**

A brand, in a company, is an identifier. More than just a symbol or name. According to Jeff Bezos, CEO of amazon.com in (Nyoman, 2019), "a brand for a company is like a reputation for a person". According to Nyoman et al (2019), in stating brand image or brand description, namely a description of consumer associations and beliefs towards a particular brand. A number of quantitative and qualitative techniques have been developed to help reveal consumer

perceptions and associations towards a particular brand, including multidimensional scaling, projection techniques, and so on.

#### **4) Brand Awareness**

Brand awareness is the consumer's ability to recognize and remember a particular brand in sufficient detail to encourage consumers to make a purchase. Purchases will be easier to achieve when consumers recognize a brand easily, because brand awareness can provide the basis for brand equity (Kotler and Keller, 2016). Brand awareness is an important factor because it can be used to gather consumer thoughts to influence purchasing decisions (Zahid and Dastane, 2016).

#### **5) Brand Equity**

According to Kotler (2016), brand equity is the added value given to products and services. Brand equity, which consists of four dimensions, namely brand awareness, perceived quality, brand association and brand loyalty, can provide value to consumers. Furthermore, brand awareness is a key component and influencing factor in consumer decision making, they tend to buy products that are well known and have various benefits and meet their expectations (Soewandi, 2015).

#### **6) Purchase Intention**

Purchase intention is the intention to purchase decisions made by consumers according to research by Singh (2018). Purchase intention can be defined as the possibility that someone will do something specifically towards using and obtaining an object (Unud, 2018).

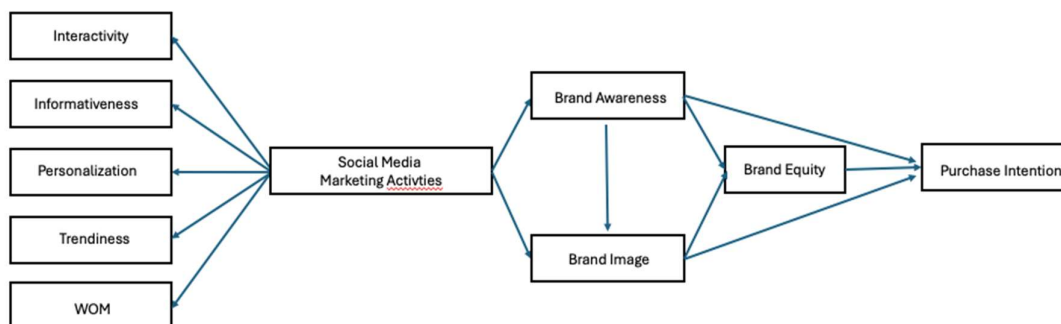
### **1.2 Hypothesis Development**

Based on the theories and conceptual frameworks presented, the hypotheses for this research are as follows:

- a) H1. Social Media Marketing Activities have a significant influence on brand awareness of by.U products
- b) H2. Social Media Marketing Activities have a significant influence on the Brand Image of by.U products
- c) H3. Brand Awareness has a significant influence on the brand image of by.U products
- d) H4. Brand Awareness has a significant influence on brand equity in by.U products
- e) H5. Brand awareness has a significant influence on Purchase Intention for by.U products
- f) H6. Brand Image has a significant influence on Brand Equity in by.U products
- g) H7. Brand Image has a significant influence on Purchase Intention for by.U products
- h) H8. Brand Equity has a significant influence on Purchase Intent.

### **1.3 Theoretical Framework**

The study line of thinking can be summed up as follows based on the backdrop of the problems that are categorized into problem formulations considering the variables in the research, as well as based on the literature review & research:



Picture 2.1 Research Model

Source: Referring to the study Guha et al. (2021)

This research uses a thinking framework that has been modified or there are additional constructs to the thinking framework. Initially this research referred to the framework in the research of Guha et al. (2021) who consider that social media marketing has empirically demonstrated that the creation of brand awareness, brand image and brand equity can influence consumer decision making.

## 2. RESEARCH METHODS

### 2.1 Measurement

In this research, the method used is quantitative research. This method analyzes numbers that are processed first through statistical methods and tools. Quantitative research is research that is processed with numbers in the form of scores/values, rankings and frequencies to answer specific research questions and hypotheses and see the influence of independent variables on the dependent variable.

### 2.2 Sampling and Data Collection

This study uses a questionnaire as a tool to conduct a survey of samples taken from the population of By.U users in Central Sumatra. It is hoped that the primary data taken can describe actual conditions in the research variables of brand awareness, brand image, brand equity and purchase intention. The number of samples taken was 272 respondents

### 2.3 Data Analysis

#### a. Uji Validitas

The validity test is used to measure the legitimacy or validity of a questionnaire that has been submitted and answered by the respondent. Calculations can be carried out by classifying the results as follows:

- If the rcount value is greater (>) than the rtable value then the questionnaire is affirmed as valid and can be used.
- If the rcount value is smaller (<) than the rtable value then the questionnaire is affirmed as invalid and cannot be used.
- Rtable value seen as  $\alpha = 5\%$  and  $db n - 2$

Based on the validity test carried out using the SPSS application with an R table value of 0.361, the following results were obtained:

**Table 3.1**  
**Test Result Validitas Pre-Test 30 Sampel**

Variabel	Uji Validitas	
	Sig 0,05	Keterangan
BA 1	0,000	Valid
BA 2	0,000	Valid
BA 3	0,000	Valid
BE 1	0,000	Valid
BE 2	0,000	Valid
BE 3	0,000	Valid
BE 4	0,000	Valid
BI 1	0,000	Valid
BI 2	0,000	Valid
BI 3	0,000	Valid
PI 1	0,000	Valid
PI 2	0,000	Valid
PI 3	0,000	Valid
PI 4	0,000	Valid
SMM 1	0,000	Valid
SMM 2	0,000	Valid
SMM 3	0,000	Valid
SMM 4	0,000	Valid
SMM 5	0,000	Valid
SMM 6	0,000	Valid
SMM 7	0,000	Valid
SMM 8	0,000	Valid
SMM 9	0,000	Valid
SMM 10	0,000	Valid
SMM 11	0,000	Valid
SMM 12	0,000	Valid
SMM 13	0,000	Valid
SMM 14	0,000	Valid
SMM 15	0,000	Valid

Source: Processed data, 2024

Based on the R-count results above, it can be concluded that the validity test has been fulfilled with valid results.

## **b. Reliability Test**

Reliability is a measuring tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answers to questions are consistent or stable over time. Calculations can be done by classifying the Cronbach's Alpha results which must be above

0.60 so that the questionnaire can be affirmed as reliable or consistent. The reliability test results carried out have obtained the following results:

**Table 3.5**  
**Test Result Reliabilitas**

Indikator	Nilai Cronbach Alpha	Keterangan
SMM	0.955	Reliebel
BI	0.909	Reliebel
BA	0.902	Reliebel
BE	0.910	Reliebel
PI	0.901	Reliebel

Source: Processed data, 2024

Based on the table above, it can be concluded that the questionnaire submitted is reliable and consistent

### **c. Evaluation of the Measurement Model (Outer Model)**

The Measurement Model is a latent construct which is also called a latent variable. Latent constructs are hypothetical, unobserved concepts that can be represented by observable or measurable variables. PLS-SEM provides metrics to evaluate the reliability, validity and measurement error associated with constructs. As mentioned previously, practical and theoretical perspectives suggest we cannot measure the concept perfectly (Hair et al., 2011). In SEM, each latent construct is usually associated with multiple measures. The relationship between latent constructs and their measurements is carried out through the Analytic Measurement Model factors, that is, each latent construct is modeled as a common factor for its measurement. The "loading" value that connects the construct with its measurement is symbolized with the Greek character "lamda" ( $\lambda$ ) (Santosa, 2018)

### **d. Evaluasi Model Struktural (Inner Model)**

Parameters that describe the regression relationship between latent constructs are generally written in Greek characters "gamma" ( $\gamma$ ) for regression between exogenous constructs to endogenous constructs and written in Greek characters "beta" ( $\beta$ ) for regression between endogenous constructs to other endogenous constructs. Exogenous constructs in SEM can be correlated or covaried with each other and the parameter that relates this correlation is written in the Greek character "phi" ( $\Phi$ ) which describes covariance or correlation (Hair et al., 2011).

### **e. Test Model Fit**

The PLS method allows researchers to employ two model fit tests: the measurement model fit test and the structural model fit test. The outer model utilizes convergent and discriminant validity in its assessment, while the correlation of each item score or indicator measured with PLS can be used to evaluate convergent validity. The structural model assesses model fit by examining the R-square value and the t-statistic value. The R-square value indicates the extent to which independent variables influence dependent variables, while the t-statistic value is determined by comparing it to 1.96. If the t-statistic value is greater than 1.96, it indicates a better-fitting model.

## f. Pengujian Hipotesis

The coefficient of determination is used to see how much influence the independent variable has on the dependent variable. The greater the value of the coefficient of determination or  $R^2$  produced, the greater the influence of the independent variable. The value interval is 0.1-1.0, for example if the  $R^2$  value is 0.80, then the influence of the independent variable on the dependent variable is 80%, while the remaining 20% is influenced by other variables outside the research. The following research hypotheses will be tested in this study:

- a) H1. Social Media Marketing Activities have a significant influence on brand awareness of by.U products
- b) H2. Social Media Marketing Activities have a significant influence on the Brand Image of by.U products
- c) H3. Brand Awareness has a significant influence on the brand image of by.U products
- d) H4. Brand Awareness has a significant influence on brand equity in by.U products
- e) H5. Brand awareness has a significant influence on Purchase Intention for by.U products
- f) H6. Brand Image has a significant influence on Brand Equity in by.U products
- g) H7. Brand Image has a significant influence on Purchase Intention for by.U products
- h) H8. Brand Equity has a significant influence on Purchase Intent.

## 3. RESULTS AND DISCUSSION

### 3.1 Validity Test

The validity test is used to measure the legitimacy or validity of a questionnaire that has been submitted and answered by the respondent. Calculations can be carried out by classifying the results as follows:

- If the rcount value is greater ( $>$ ) than the rtable value then the questionnaire is affirmed as valid and can be used.
- If the rcount value is smaller ( $<$ ) than the rtable value then the questionnaire is affirmed as invalid and cannot be used.
- Rtable values as seen as  $\alpha = 5\%$  and  $df = n - 2$

Based on the validity test carried out using the SPSS application with an R table value of 0.361, the following results were obtained:

#### a. Variable Personal Selling

Variable/Indicator	R-count	Conclusion
X1.1	0,905	Valid
X1.2	0,723	Valid
X1.3	0,625	Valid
X1.4	0,707	Valid
X1.5	0,942	Valid
Total_X1	1	Valid

Source: Processed data, 2024

#### a. Variable Sosial Media Marketing

Variable/Indicator	R-count	Conclusion
X2.1	0,974	Valid
X2.2	0,935	Valid
X2.3	0,888	Valid

X2.4	0,602	Valid
X2.5	0,974	Valid
Total_X2	1	Valid

Source: Processed data, 2024

b. Variable Sales Promotion

Variable/Indicator	R-count	Conclusion
X3.1	0,978	Valid
X3.2	0,978	Valid
X3.3	0,906	Valid
X3.4	0,757	Valid
X3.5	0,914	Valid
Total_X3	1	Valid

Source: Processed data, 2024

c. Variable Purchasing Decision

Variable/Indicator	R-count	Conclusion
Y1.1	0,699	Valid
Y1.2	0,765	Valid
Y1.3	0,833	Valid
Y1.4	0,675	Valid
Y1.5	0,897	Valid
Total_Y1	1	Valid

Source: Processed data, 2024

Based on the R-count results above, it can be concluded that the validity test has been fulfilled with valid results.

### 3.2 Reliability Test

Reliability serves as a metric for assessing the consistency and dependability of a questionnaire, which functions as a proxy for a particular variable. A questionnaire is deemed reliable when an individual's responses to its items exhibit a high degree of consistency or stability across repeated administrations. Calculations can be done by classifying the Cronbach's Alpha results which must be above 0.60 so that the questionnaire can be affirmed as Reliable or consistent. The reliability test results carried out have obtained the following results:

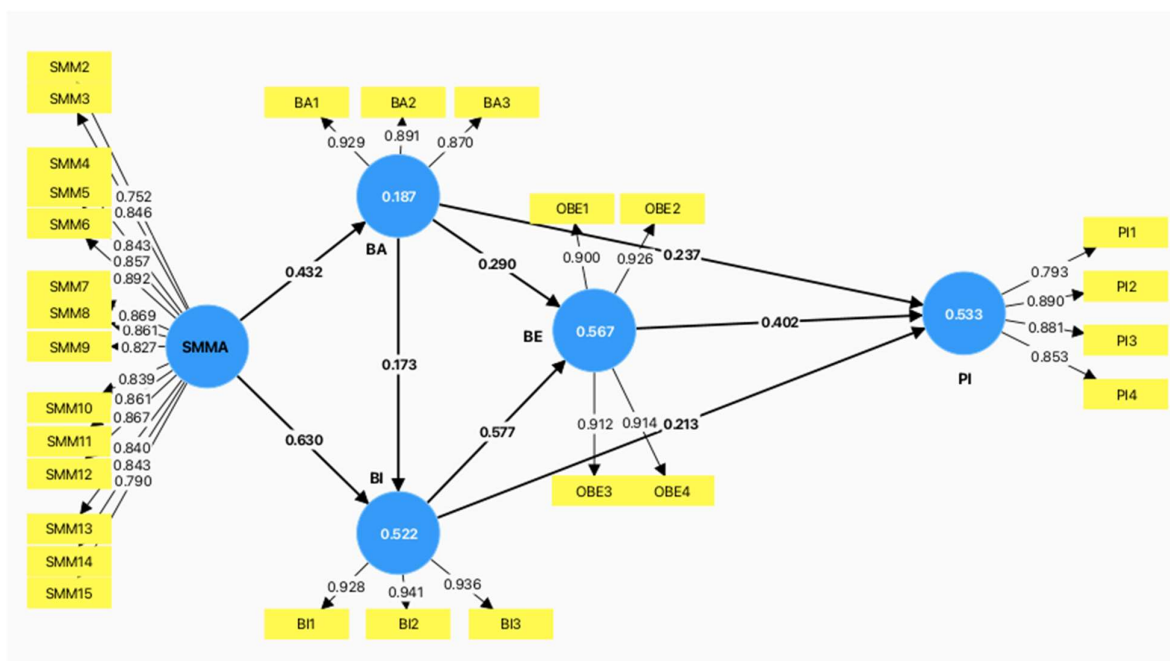
Variable	Alpha Cronbach's	Conclusion
X1	0,833	Reliable
X2	0,917	Reliable
X3	0,943	Reliable
Y1	0,815	Reliable

Source: Processed data, 2024

### 3.3 Outer Model

The variables in this research produce indicators which are expressed in the form of research statements. Research variables are reflective in the external model. Based on Smart-PLS 4.0.1.9 the outer model formed is depicted in the image:





### 3.4 Coefficient of Determination ( $R^2$ )

This test is carried out by looking at the value of the Coefficient of Determination ( $R^2$ ), this is done after the estimated model has met the discriminant validity criteria. The level of the coefficient of determination ( $R^2$ ) shows how much influence the independent variable has on the dependent variable.

Table 4. 1 Result Koefisien Determinasi ( $R^2$ )

Variabel	R-square adjusted	Keterangan
<i>Brand Awareness</i>	0,184	Lemah
<i>Brand Image</i>	0,518	Moderate
<i>Brand Equity</i>	0,564	Moderate
<i>Purchase Intention</i>	0,528	Moderate

Source: Processed data SmartPLS 4

The table above shows the Determination Coefficient ( $R^2$ ) value of 0.260, meaning that the Purchasing Decision Variable is influenced by 26.0% by the independent research variable, while the remainder is influenced by other variables outside the research variable. The results of the inner model test are in the low/weak category.

### 3.5 Path Coefficient

This test is carried out to meet the values that indicate the direction of the relationship between the research variables, which will later be known whether the hypothesis in this study has a positive

direction or has a negative direction. The following are the results of the path coefficient test which are shown in the table below:

**Tabel 4.15**  
**Result Uji Hipotesis**

Direct Effet	Path Coefficient	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Kesimpulan
SMMA -> BA	0,432	0,439	0,078	5,572	0,0001	Diterima
SMMA -> BI	0,630	0,630	0,061	10,275	0,0001	Diterima
BA -> BI	0,173	0,176	0,058	3,012	0,001	Diterima
BA -> BE	0,290	0,295	0,067	4,354	0,0001	Diterima
BA -> PI	0,237	0,236	0,095	2,495	0,006	Diterima
BI -> BE	0,577	0,573	0,064	9,081	0,0001	Diterima
BI -> PI	0,213	0,212	0,074	2,882	0,002	Diterima
BE -> PI	0,402	0,405	0,092	4,359	0,0001	Diterima

*Sumber* : Data yang diolah (2024)

Based on Table 4.15, the results of the hypothesis test in this study can be seen as follows:

1.) **H1 is accepted.** Looking at the results of the direct effect hypothesis test, social media marketing activities have a significant positive effect on brand awareness because the t-statistic value obtained is 3.012 which is greater than 1.65, after that the p-value obtained is 0.001, which is smaller than 0.05.

2.) **H2 is accepted.** Looking at the results of the direct effect hypothesis test, social media marketing activities have a significant positive effect on brand image because the t-statistic value obtained is 4.354 which is greater than 1.65, after that the p-value obtained is 0.000, which is smaller than 0.05.

3.) **H3 is accepted.** Looking at the results of the direct effect hypothesis test, brand awareness has a significant positive effect on brand image because the t-statistic value obtained is 2.945 which is greater than 1.65, after that the p-value obtained is 0.0006, which is smaller than 0.05.

4.) **H4 is accepted.** Looking at the results of the direct effect hypothesis test, brand awareness has a significant positive effect on brand equity because the t-statistic value obtained is 9.081 which is greater than 1.65, after that the p-value obtained is 0.000, which is smaller than 0.05.

5.) **H5 is accepted.** Looking at the results of the direct effect hypothesis test, brand awareness has a significant positive effect on purchase intention because the t-statistic value obtained is 2.882 which is greater than 1.65, after that the p-value obtained is 0.002 which is smaller than 0.05.

6.) **H6 is accepted.** Looking at the results of the direct effect hypothesis test, brand images have a significant positive effect on brand equity because the t-statistic value obtained is 4.359 which is greater than 1.65, after that the p-value obtained is 0.000, which is smaller than 0.05.

7.) **H7 accepted.** Looking at the results of the direct effect hypothesis test, brand images have a significant positive effect on purchase intention because the t-statistic value obtained is 5.572 which is greater than 1.65, after that the p-value obtained is 0.000, which is smaller than 0.05.

8.) **H8 accepted.** Looking at the results of the direct effect hypothesis test, brand equity has a significant positive effect on purchase intention because the t-statistic value obtained is 10.275, which is greater than 1.65, after that the p-value obtained is 0.000, which is smaller than 0.05.

## 4. CONCLUSION

### Practical Suggestions

Based on the results of the study and respondents' responses to research statements, the following suggestions can be made:

- a. **SMMA1 (89%)** indicates that consumers find it easy to share information about by.U, this is a very positive result. Therefore, by.U must continue to utilize information sharing features on social media platforms to maximize the dissemination of product information. SMMA15 (85%) which has the lowest percentage value, shows that some consumers feel they are not getting trendy or up-to-date information. By.U needs to be more active in updating relevant and trendy content on its social media so that consumers feel they are constantly getting the latest information, such as market trends, the latest promotional offers, or product innovations.
- b. **B12 (86%)** shows that consumers consider by.U to be a reliable product, and by.U needs to maintain or even improve the reliability of its products. This can be done by strengthening after-sales service and presenting innovative features that support the user experience. B13 (84%) stated that some consumers did not feel that by.U products had good features. By.U needs to focus more on developing superior product features and ensuring consumers get complete information regarding these features, such as internet speed features, package flexibility, or other innovations.
- c. **BA2 (83%)** with the highest percentage, shows that the majority of consumers are aware of by.U products, so by.U needs to continue to expand its brand awareness campaign by utilizing various promotional channels, especially through digital media that is relevant to the target market. BA1 (82%), with the lowest percentage value, indicates that some consumers do not feel familiar with by.U products. By.U must improve communication strategies and product exposure so that consumers are more familiar with the product. This can be achieved by holding promotions, collaborations, or viral campaigns that further highlight the brand personality of by.U.
- d. **BE2 (86%)** shows that consumers still choose by.U even though there are other products that have similar features. By.U must continue to maintain its competitive advantage, especially in terms of price, features or additional services, so that consumers remain loyal. BE4 (86%) which has the lowest percentage value, indicates that some consumers do not feel there is a significant difference between by.U and other products. By.U needs to strengthen its brand differentiation through more unique product innovation and clearer communication regarding By.U's advantages compared to competitors.
- e. **PI1 (84%)** shows that social media promotions are very effective in attracting consumer buying interest. By.U must continue to optimize promotional strategies on social media, including providing exclusive offers, discounts and attractive promos more frequently. PI2 (81%), with the lowest percentage, shows that some consumers do not plan to buy by.U in the future. By.U needs to increase customer loyalty with retention programs, such as loyalty programs, rewards points, or special discounts for repeat customers, as well as improving customer experience so that consumers feel more connected to the brand and plan to make repeat purchases in the future.

### 5.2 Literature Suggestions

This study has research limitations which for future researchers can be further developed by considering the following suggestions:

- a. This study was carried out on By.U products in the Central Sumatra Region by involving research respondents in that region. It is hoped that subsequent research can be carried out on consumers in other regions and if possible it can be carried out with a wider coverage.

- b. Based on the results of the existing R-Square values, especially those with low values, it is hoped that future researchers will include other variables that are considered to influence the dependent variable and add to the repertoire of knowledge and theory in the academic field.
- c. This study uses a multidimensional model, future researchers need to carry out a more detailed analysis of each variable so that the role of each variable can be known in influencing the dependent variable.

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