

## Customer engagement, customer equity, and repurchase intention, among Shopee users

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### ABSTRACT

This study aims to analyze the influence of Customer Engagement on Repurchase Intentions with Customer Equity as mediation for Shopee users. This type of research is quantitative. The population of this study were all Shopee users in Padang City with a total sample of 160 respondents. This research was analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0 Software. The results of this study indicate that: (1) Customer Engagement has a positive and significant effect on Repurchase Intention, (2) Customer Engagement has a positive and significant effect on Customer Equity, (3) Customer Equity has a positive and significant effect on Repurchase Intention, (4) Customer Engagement has a positive and significant effect on Repurchase Intention through Customer Equity as a mediating variable.

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## INTRODUCTION

One of the changing lifestyles of the people is purchasing activities carried out online and using only smartphones. This online shopping activity has become a habit that exists today. This online shopping is available in several e-commerce. Data from the 2019 Digital Indonesia data report that in Indonesia, there are 150 million internet users who are classified as active. Of this number, there are 93%, or around 139.5 million internet users who search for products or services online through various e-commerce platforms available in Indonesia. One of the largest E-Commerce in Indonesia is E-Commerce Shopee. Shopee is one of the e-commerce companies that is involved in the development and growth of marketplaces in Indonesia. Shopee is one of the leading online shopping platforms in Southeast Asia which was launched for the first time in 7 markets in the Southeast Asia region including Singapore, Malaysia, Indonesia, Thailand, Taiwan, Vietnam and the Philippines in 2015. According to Chris Feng as Chief Executive Officer of Shopee that Indonesia is the market with the fastest growth. Growth in Indonesia is far greater than in other countries and is believed to be the largest market. In increasing these visitors, Shopee implements a strategy of involving customers in every activity with the aim of increasing user repurchases of Shopee. The importance of customer or consumer engagement and involvement in a customer equity marked by repurchase (Ho & Chung, 2020). Content marketing such as product content, display advertisements,

giveaways, live, and being responsive in overcoming problems and responding to consumer criticism complaints is an option for Shopee to increase their engagement. Engagement is also created from the involvement and attachment of customers or users with the organization in the form of interactive experiences between the two.

The value obtained by the company from its relationship with customers will be able to be a driving factor for customer repurchase. This includes companies that must be able to establish bonds and interactions between customers or users and the company itself so as to foster customer interest in a company. In line with research (Ho & Chung, 2020) the importance of customer or consumer involvement in customer equity is marked by repurchase. One of the easiest and most widely used ways to increase customer or consumer engagement and engagement is by providing opportunities for customers to interact with sellers or providers. Including interactions in various content created including the Shopee application itself. This is certainly a determinant of consumers who are involved and have communication with the company will increase their trust and confidence in the brand. So that one of the factors that can encourage the repurchase of a customer is brand equity, in which customers who are aware of the brand and who know and have experienced quality will follow the repurchase intention (Pitaloka & Gumanti, 2019).

Even though Shopee is at the top level of monthly visitor data and with the many strategies and activities carried out by Shopee for customers, it turns out that there are still problems that occur in repurchasing at Shopee itself. There are several complaints and concerns from Shopee users that give Shopee a low rating. Of course this is one of the factors that can be a reason for users not to visit and even purchase again at Shopee. Because, repurchase intention will occur if customers feel the benefits and comfort and uniqueness that they saw and felt when they made their first purchase. However, this complaint is a form of user disappointment with Shopee itself. Not only that, disturbances and errors occurred at Shopee, causing problems. Reporting from Kompas.com that in early 2023 Shopee experienced an error in the main application, causing disappointment from customers which was marked by complaints and user tweets on their Twitter media until it became a trending topic at that time. Of course this will disturb users in making purchases so that it will lead to a decrease in visits and repurchases at Shopee. Because of this, Shopee must provide performance and innovation in order to provide good service and comfort for their customers. With complaints that occur, it indicates that customer trust and awareness of Shopee has decreased so that this will lead to a decrease in visits and repeat purchases.

Conceptualization of customer equity by grouping it into value equity, brand equity, and relationship equity (Lemon et al., 2001). Repurchasing activities will be created if the customer feels the benefits and uses as well as the equity they feel when they make a visit. Customers will make purchases repeatedly (Hellier et al., 2003). Consumers are primarily concerned with the functionality of the website to purchase products in an efficient and effective manner. However, non-functional perspectives are also important for customers because perceived enjoyment is a significant determinant of customer repurchase intentions (Chao Wen, 2011).

## LITERATURE REVIEW

### **Repurchase intention**

Repurchase Intention is an overall process of repurchasing a number of goods or services from the same company with previous information search and purchase experiences (Sudaryanto et al., 2020). Repurchase intention is primarily based on satisfaction in previous shopping experiences, attitudes, or initial purchase intentions including perceived satisfaction, social or psychological factors, such as trust, also play a role in predicting customer return intentions (Chao Wen, 2011). According to (Hellier et al., 2003) Repurchase Intention is defined as an individual's assessment of repurchasing services obtained from the same company, taking into account the current situation and possible circumstances.

### **Customer engagement**

Customer engagement is an embodiment of customer engagement that focuses on a brand and company to go beyond a purchase resulting from motivation (Van Doorn et al., 2010). Customer engagement is defined as the interactive nature of social media that is created from someone's involvement with a company with the ability to build conversations and interactions between sellers and buyers and involve these customers in creating content so that value is created that generates potential to serve these customers (Sashi, 2012). Customer engagement is generally considered as customer interaction and connection with a brand or company (Do et al., 2020).

### **Customer equity**

Customer equity is defined as a strategy for marketing and corporate strategy that places customers in terms that can grow customer value within the organization (Lemon et al., 2001). Customer Equity is defined as the total lifetime value that has been calculated and summed up from all the company's current customers including potential customers (Rust et al., 2004). The concept of customer equity is a revolutionary theory that makes companies focus on individuals rather than groups or masses, studied by testing the proposed model, namely the terms attitude and behavior loyalty (Ozgen, 2017).

### **Customer engagement and repurchase intention**

Based on research (Hikmah, 2020) Customer Engagement has a positive influence and impact on Repurchase Intention because the higher the Customer Engagement, the higher the intention to repurchase. Research by (Simbolon & Law, 2022) Customer Engagement has a positive impact on Repurchase Intention marked by the widespread use of social media as a marketing tool, the role of social media is needed to strengthen customer involvement in it. It can also be the perfect tool for interaction between organizations and consumers because of its ability to build conversations, engage consumers in content creation and create value for the company. Based on research (Majeed et al., 2022) Customer Engagement significantly predicts Repurchase Intention. One of them is the hospitality industry which uses a business model through Web technology and social media.

H1 : Customer Engagement has a positive and significant effect on repurchase intention

### **Customer engagement and customer equity**

Based on research (Pradana & Hati, 2022) Customer Engagement has a positive effect on Customer Equity because of customer involvement in the brands and services or products they use, there will be interactions between customers and companies. In line with research by (Rombe & Radna, 2022) customer involvement has a positive effect on consumer equity, especially relationship equity which is a dimension of customer equity. Other research by (Saputra & Khasanah, 2022) Customer Engagement has an effect on brand equity which is an element or dimension of Customer Equity. Due to good consumer involvement with a company's brand, it will have an impact on the brand equity of the brand itself. So that it will also have a good influence on a company's customer equity.

H2 : Customer Engagement has a positive and significant effect on customer equity

### **Customer equity and repurchase intention**

According to research (Kazemi et al., 2013) one of the dimensions or indicators of customer equity, namely value equity, is an important factor and emerges as the strongest driver of customer equity that influences repurchase intention. This value equity is an element contained in Customer Equity. This value equity occurs due to the encouragement of the customer's objective appraisal of the brands they use. So that if the equity value increases, it will affect customer repurchase of the brand they use.

H3 : Customer equity has a positive and significant effect on repurchase intention

**Mediation of customer equity in the relationship between customer engagement and repurchase intention**

In research (Ningrum & Arif, 2022) the role of Customer Equity as a mediation between Customer Engagement and Repurchase Intention has a positive effect on creating a consumer decision in making a repurchase. The value created in customer equity will be able to influence the customer's perceived value when using a product or service so that it will have the effect of buying again in the future.

H4 : Customer equity mediates the relationship between customer engagement and repurchase intention

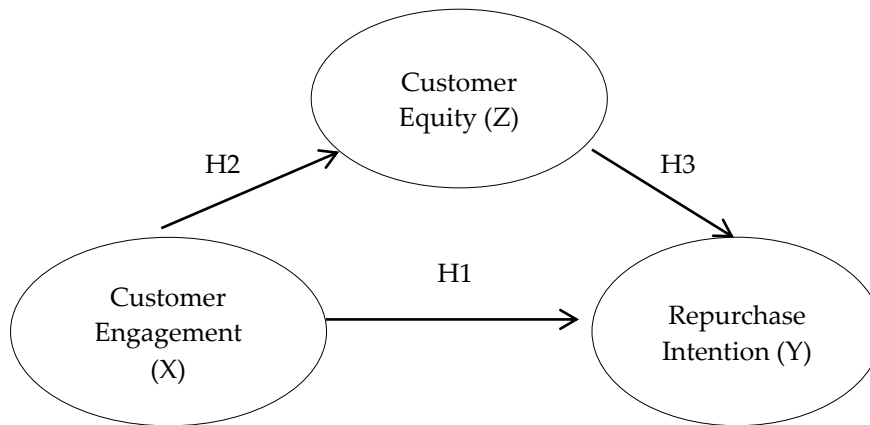


Figure 1. Conceptual Model

**METHOD**

This type of research is quantitative research. The research method used in this study is causative research, namely research that aims to determine how far the influence of the independent variables affects the dependent variable. Population is a group of objects or subjects in a study with certain characteristics and characteristics which will be concluded and determined by the researcher. The population of this research is Shopee users in Padang City. The sampling technique in this study was non-probability sampling with a purposive sampling method, namely a technique that determines certain criteria. The number of samples in this study was determined according to the minimum calculation results. The technique used in knowing and determining the number of samples is 5 to 10 (Hair et al., 2010). In this study, the total number of indicators is 32 of 3 variables, namely the independent variable, the dependent variable and the mediating variable. This research was analyzed using SEM (Structural Equation Modeling) which was operated through SmartPLS (Partial Least Square) software.

**RESULTS AND DISCUSSION**

**Results**

The characteristic of users in this studt are divided into several characteristic base on gender, age, type of work adan purchase intensity. The following are the characteristic of users from this study:

**Table 1. Characteristic of Respondents**

Characteristics	Category	Amount	Percentage
Gender	Male	50	31,9%
	Female	110	68,1%
Age	< 20	31	18,8%
	21 – 30	105	65,6%
	31 – 40	19	12,5%
	>40	5	3,1%
Education	Junior High School	16	9,4%
	Senior High School	75	46,9%
	Diploma	9	5,6%
	S1	55	35%
	S2	5	3,1%
Profession	Student	88	55,2%
	Private Employee	13	8,1%
	Government employees	13	8,1%
	BUMN employee	1	0,6%
	Entrepreneur	21	13,1%
	Houswife	20	12,5%
	Unemployed	1	0,6%
	Other	3	1,8%
Income per mounth	< IDR 1.000.000	113	70,7%
	IDR 1.000.000 – IDR 2.500.000	21	13,1%
	IDR 2.500.000 – IDR 5.000.000	20	12,5%
	IDR 5.000.000	6	3,7%
Purchase intency	1	7	4,4%
	2 – 4	84	52,5%
	> 4	69	43,1%

This convergent validity test aims to determine any relationship between indicators and constructs or variables. The convergent validity value is the factor loading value on the latent variable with its indicators. Measurements can be categorized as having good convergent validity if the outer loading value is  $> 0.7$  (Husseini, 2015).

**Table 2. Validity Test**

No	Variable	Indicator	Outer Loading ( $>0.7$ )	Vailidity Result
1	Repurchase Intention	Y1	0.941	Valid
2		Y2	0.965	Valid
3		Y3	0.962	Valid
4		Y4	0.926	Valid
5	Customer Engagement	X1	0.749	Valid
6		X2	0.783	Valid
7		X3	0.882	Valid
8		X4	0.723	Valid
9		X5	0.727	Valid

No	Variable	Indicator	Outer Loading (>0.7)	Vailidity Result
10		X6	0.815	Valid
11		X7	0.820	Valid
12		X8	0.817	Valid
13		X9	0.866	Valid
14		X10	0.845	Valid
15		X11	0.877	Valid
16		X12	0.773	Valid
17		X13	0.785	Valid
18	Customer Equity	Z1	0.830	Valid
19		Z2	0.865	Valid
20		Z3	0.756	Valid
21		Z4	0.812	Valid
22		Z5	0.833	Valid
23		Z6	0.798	Valid
24		Z7	0.795	Valid
25		Z8	0.787	Valid
26		Z9	0.757	Valid
27		Z10	0.824	Valid
28		Z11	0.846	Valid
29		Z12	0.824	Valid
31		Z13	0.799	Valid
31		Z14	0.748	Valid
32		Z15	0.769	Valid

Based on Table 2 shows 32 valid statement indicators. According to (Hussein, 2015) if there is an outer loading value below 0.7 on an indicator, then the indicator is discarded or eliminated because it does not represent the existing construct. So that in this study there were no omitted or discarded indicator values because all indicator items had an outer loading value of >0.7.

The reliability test shows that the instrument can be used if the instrument has reliable and reliable results. Data that has composite reliability > 0.7 has high reliability (Hussein, 2015).

**Table 3. Reliability Test**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Engagement	0.955	0.959	0.960	0.650
Customer Equity	0.961	0.963	0.965	0.646
Repurchase Intention	0.963	0.963	0.973	0.900

Based on the results of data processing that has been done, it is known and visible that each construct has a value > 0.70. Because according to (Hussein, 2015) data that has high reliability is with a

value of > 0.70 and a good reliability value is also strengthened by Cronbach Alpha with an expected value of > 0.60 including the expected AVE value of > 0.50. So it can be concluded that this study has variables or constructs that can be declared reliable.

Testing this model is done by means of the R Square value. Tests are carried out to ensure the structural model built has accuracy or not. Changes in the value of R will prove the influence between the independent variables and the dependent variable based on the research model.

**Table 4. R-Square**

	R-square	R-square adjusted
Customer Equity	0.709	0.707
Repurchase Intention	0.752	0.749

Based on table 4 it can be seen that the value is 0.709 for the customer equity variable (Z). So it can be interpreted that Customer Engagement (X) can explain customer equity of 70.9%. From the results of R Square in the table it shows that the value of R Square is 0.752 for the variable Repurchase Intention (Y). The higher the R value, the better the prediction model of the proposed research model. The value shows that the variables Customer Engagement and Customer Equity have an effect on repurchase intention of 75.2%. Referring to (Chin W, 1998) this value is included in the high moderate category.

Testing this hypothesis can be seen from the t statistics that have been processed. In assessing the significance of the effect between variables, it is necessary to perform a bootstrapping procedure by using the entire original sample for resampling. To test this hypothesis using statistical values, for alpha 5% the t-statistic value used is 1.96 and p values <0.05. So that the criteria for accepting or rejecting the hypothesis are that Ha is accepted and H0 is rejected when the t-statistic is > 1.96.

**Table 5. Hypotesis Direct Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Customer Engagement -> Repurchase Intention	0.698	0.697	0.091	7.641	0.000
Customer Engagement -> Customer Equity	0.842	0.843	0.032	26.001	0.000
Customer Equity -> Repurchase Intention	0.193	0.195	0.097	1.996	0.046

Based on the table above, it can be seen that all variables in this study has significant value of less than 0.05. thus, it can be conclude that all hypothesis in this study are **accepted**.

**Table 6. Hypotesis Indirect Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Customer Engagement -> Customer Equity -> Repurchase Intention	0.163	0.164	0.081	1.999	0.046

The hypothesis can be accepted if it produces a t-statistic  $> 1.96$ . Based on the calculation of the coefficient of the indirect variable, customer engagement on repurchase intention through customer equity is  $1.999 > 1.96$  with an original sample of  $0.163$  and a p value of  $0.046 < 0.05$ . So that the mediating effect in this study is fulfilled.

## **Discussion**

### **The effect of customer engagement on repurchase intention**

Based on the results of the analysis of the customer engagement variable, it has a positive and significant impact on repurchase intentions. Because the calculation results obtained the original sample value of  $0.698$  with t count of  $7.641$ , so this value is greater than the t-statistic ( $1.96$ ). This result means that there is a positive significant effect between customer engagement and repurchase intention. So if customer engagement is getting better, the level of repurchase intention will increase. This also means that if the level of consumer involvement with the company increases, it will follow the increase in repurchase intentions of these consumers. This research means that the customer engagement of the Shopee Application users is good and increasing so that it has a positive and significant influence on their repurchase intention on the Shopee Application.

The results of this study are in line with the results of (Ho & Chung, 2020) that companies must consider the involvement of their customers in order to be able to obtain superior repurchase intentions. (Sashi, 2012) that customers who are involved in company activities, for example content creation, value creation tend to continue to focus on the company. So here it is seen that the customer is involved with the company.

### **The effect of customer engagement on customer equity**

The results of the analysis of the customer engagement variable have a positive and significant impact on customer equity. Because the calculation results obtained path coefficient value of  $0.842$  with t count of  $26.001$ . So this value is greater than the t-statistic ( $1.96$ ). These results indicate that there is a positive and significant effect of customer engagement on customer equity.

The results of this study are in line with the results of (Kim et al., 2021) customer engagement can help build customer equity. (Dwiviolita et al., 2023) it is important to have customer involvement to create customer equity which consists of value equity, brand equity and relationship equity. (Ho & Chung, 2020) with customer involvement in a company will help obtain a decision to repurchase value for that customer. Customer equity will be a consequence of customer involvement (Youssef et al., 2017). This means that the involvement of customers in a company will have an impact on customer equity in a company. So it can be seen that in the Shopee Application users who feel their involvement in the company's activities will have an impact on the equity they feel in the company.

### **The effect of customer equity on repurchase intention**

Based on the results of the analysis of the customer engagement variable, it has a positive and significant impact on repurchase intentions. Because the calculation results obtained the original sample value of  $0.193$  with a t count of  $1.996$ . So this value is greater than the t-statistic ( $1.96$ ). This means that there is a significant effect of customer equity on customer repurchase intentions. Proves that if customer equity is getting better it will also have a good effect on customer repurchase intentions. Customers who shop on the Shopee Application feel that brand equity and value equity will influence their decision to return to make purchases on the Shopee Application. The higher the perceived equity, the more it will lead to a repurchase decision.

The findings of this study are reinforced by research (Ho & Chung, 2020) that high customer equity can lead to high repurchase decisions as well. (Kazemi et al., 2013) value equity emerges as the strongest driver of customer equity which influences repurchase intention indirectly through perceived behavioral



control. This means that the customer's perception or value of a brand will influence the repurchase decision. So it can be seen that the perceived equity of the customer will affect the customer's recurring purchase intention.

### **The effect of customer engagement on repurchase intention with customer equity as a mediating variable**

There is a significant effect of Customer Engagement on Repurchase Intention through Customer Equity. These results were supported by testing the indirect effect t-statistic value of  $1.999 > 1.96$  with a p value of  $0.046 < 0.05$ . This shows the model of the indirect effect of the customer engagement variable on repurchase intention through customer equity. Including the results of testing the coefficient of customer engagement on repurchase intention of  $0.698$  with a t statistic of  $7.641 > 1.96$  and a p value of  $0.000 < 0.05$ . Strengthened by the mediation of customer equity. So it can be concluded that there is a direct influence on customer engagement by Shopee Application customers on their purchase intention to return to Shopee, but this effect will be better if this customer engagement is followed by the customer equity they feel. So that the customer's repurchase intention will become stronger. This also means that customer equity involvement between customer engagement and repurchase intention will be better in forming customer repurchase intentions towards Shopee.

The value created from customer equity will be able to influence the customer's perceived value when using a product or service so that it will have the effect of buying again in the future. Mutual increase in equity with customer engagement will also help in customer repurchase, in line with research (Watson et al., 2013) that customer engagement will be created by the existence of marketing tools from mobile applications. In line with research (Saputra & Khasanah, 2022) repurchase intention can be created from a marketing strategy through social media. It is through this that customer involvement is formed so as to create customer value that will be able to increase repeat purchases.

## **CONCLUSION**

This study aims to determine and analyze the effect of customer engagement on repurchasing intentions of the Shopee application with customer equity as a mediating variable for Shopee users in Padang City. This study uses statistical analysis using Partial Least Square (PLS). Based on the analysis and discussion in the previous section, the following conclusions can be drawn: (1) There is a positive and significant influence of Customer Engagement on Repurchase Intentions of Shopee users in Padang City. Shows that if Customer Engagement of Shopee users in Padang City increases, then repurchase intention increases. (2) There is a positive and significant influence on Customer Engagement with Customer Equity using Shopee in Padang City. Shows that if Customer Engagement goes up, Customer Equity will increase. (3) There is a positive and significant effect on Customer Equity with Repurchase Intention. Shows that if Customer Equity increases, then Repurchase Intention increases. (4) There is a Customer Equity mediating effect between Customer Engagement and Repurchase Intention. Shows that the direct influence of Customer Engagement felt by Shopee users in Padang City will be better if there is perceived customer equity to be able to achieve repurchase intentions. Limitations in this study is in terms of the criteria of respondents. So it is suggested that further research should be researched on customers or respondents who have shopping criteria more than 2 times on the Shopee application that sells products directly, not to the Shopee company that acts as a marketplace.

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