

Perceived social media marketing and customer-based brand equity

Muhammad Ihsanul Amal^{1*}

¹Department of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO

Received 14 August 2023
Accepted 23 September 2023
Published 30 October 2023

Keywords:

Perceived social media marketing activities; customer-based brand equity; brand experience; co-creation behavior

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.

How to cite: Amal, M. I. (2023). Perceived social media marketing and customer-based brand equity. *Operations Management and Information System Studies* 3 (4), 296-308. <https://doi.org/10.24036/omiss.v3i4.148>



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* Corresponding author: sanulamalihsan@gmail.com

INTRODUCTION

In the business world, competition is becoming increasingly fierce and limited over time. Many companies strive to survive in this competitive landscape by creating marketing strategies to introduce their products or services to consumers and achieve specific goals. The clothing industry involves numerous companies with their respective brand equities. Brand equity refers to enhancing customer loyalty, instilling trust in other products owned by the company, and reinforcing a brand's position in the market to remain competitive and easily remembered by consumers. Consumers comprehend brand information whilst the visual identity of a corporation differentiates themselves from their rivals and showcases their superior characteristics, forward-thinking goals, and overriding principles.

From the previous explanation, it can be concluded that brand equity is a set of assets and liabilities associated with the brand's name, symbol, and image, which can positively or negatively influence the value given to the company or customers for a product or service. One of the companies in the clothing industry with a distinctive brand identity is Uniqlo. Uniqlo, founded by Tadashi Yanai, one of the wealthiest individuals in Japan, is a Japanese company offering casual clothing for people (C. R. Sari & Hidayat, 2021). Uniqlo has a prominent presence on the Instagram platform through its global official account, @uniqlo. Additionally, the company has dedicated accounts for each of its operational locations, such as the @uniqloindonesia account. As previously explained, competition among companies is

intensifying, and Uniqlo is not the only one striving to market its products. To remain competitive, Uniqlo has adopted several strategies, one of which involves customer co-creation, enabling customers to contribute ideas to the products. Customer co-creation with popular trends among many people is a creative strategy to boost product sales.

Customer-Based Brand Equity (CBBE) increases brand recognition, purchases, and revenue. Keller's Strategic Brand Management includes CBBE. Keller (2017) states that brand performance, awareness, image, judgments, resonance, and feelings affect CBBE. Koay (2021) found that perceived social media marketing efforts improve CBBE. Social media is an online platform that enables users to share, participate, and easily create information that supports social interaction by transforming communication into interactive dialogue (Cahyono, 2016). The current technological advancements and ease of access allow anyone to engage and interact online. The emergence of social media has introduced new phenomena and styles in society, offering many benefits and business opportunities due to technological advancements. Product purchases have a strong impact on brand perception, which can be enhanced by a positive experience. In this context, customer experience plays a mediating role between perceived social media marketing efforts and brand equity. Co-creation behavior also affects perceived social media marketing activity, customer-based brand equity, and brand experience and perceived social media marketing efforts. Co-creation shares value (Ramaswamy, 2011). Customer involvement and co-creation boost company value (Vargo and Lusch, 2008). Co-creation behavior involves customers contributing content or supporting the brand on social media. Such action moderates the customer's perception of social media marketing activity and brand equity.

Overall, a deep understanding of how Instagram users respond to and perceive social media marketing activities is crucial for a brand. This understanding enables a brand to tailor its marketing strategies to be more relevant and appealing to its audience, enhancing engagement and interaction with users (co-creation). Furthermore, this understanding allows a brand to measure the effectiveness of its marketing campaigns and build a positive brand image in Customer-Based Brand Equity. Understanding user responses and perceptions is key to achieving success in social media marketing activities and effectively meeting brand goals.

LITERATURE REVIEW

Customer-based brand equity

According to Beig et al. (2019), brand equity refers to the consumer's perception of the difference between branded and unbranded items. Brand equity enhances purchase intentions, consumer preferences, and stock control. Stahl et al. (2012) provide a definition of Brand Equity as the value and market performance of branded products compared to similar unbranded products. Shahzad and colleagues (2019) explain that brand equity assists brand managers in enhancing marketing efficiency and serves as an economic indicator. Brand equity reflects customers' willingness to pay a premium for a brand and their perception of its value. It represents how consumers assess a trusted product after making a purchase.

Perceived social media marketing activities

Businesses require marketing to generate revenue. Marketing encompasses actions, institutions, and procedures that benefit a range of stakeholders, including consumers, clients, partners, and the community. According to Kotler and Armstrong (2009), marketing is a social and management activity that facilitates the fulfillment of people's desires and needs.

Brand experience

Interactions between a brand's design, packaging, environment, and messaging contribute to the brand experience. Marketers understand the significance of gaining insight into consumers' brand experiences to devise effective marketing strategies for products and services (Brakus et al., 2009).

Co-creation behavior

Co-creation is a process based on the concept of service-dominant logic (SDL) which provides a concept that consumers are not only seen as objects of strategy but as potential resources involved in the value-added process (Vargo & Lusch in Kurniawan, 2020). Co-creation is a series of activities consisting of stages between consumers and brands. In other words, co-creation is a concept where consumers take an active role in creating value together with other company stakeholders, employees, and customers.

Perceived social media marketing activities and customer-based brand equity

The result obtained is that social media that is actively and well managed by companies that are tailored to the characteristics of followers will create interest from consumers and increase customer-based brand equity (Amani, 2022).

H1: Perceived social media marketing activities have a positive and significant effect on customer-based brand equity

Perceived social media marketing activities and Brand experience

Beig and Khan (2018) discovered that brands who regularly post on Facebook and engage with their fans experience improved brand experiences.

H2: Perceived social media marketing activities have a positive and significant effect on brand experience

Brand experience and customer-based brand equity

Brand experience enhances brand recognition and awareness, as per Altaf et al. (2017). Also, pleasant brand experiences enhance brand relationship quality and augment customer involvement, according to Xie et al. (2017). Chen and Lin (2019) suggest that social media marketing can stimulate continuous participation and purchasing intent.

H3: Brand experience has a positive and significant effect on e-loyalty

Perceived social media marketing activities and customer-based brand equity mediated by brand experience

Brand experience is a behavior, feeling, or sensation that is the result of stimulation from a brand which is directly linked to brand design, packaging, environment, and communication. Research conducted by Syahputra and Kurniawati (2023) shows that brand experience can partially influence perceived social media marketing activities on customer-based brand equity.

H4: Perceived social media marketing activities have a positive and significant effect on customer-based brand equity

Perceived social media marketing activities and brand experience moderated by co-creation behavior.

Nysveen and Pedersen (2014) state that co-creation activities enhance brand experience in terms of sensory, affective, cognitive, behavioral, and relational aspects.

H5: Perceived social media marketing activities have a positive and significant effect on brand experience mediated by co-creation.

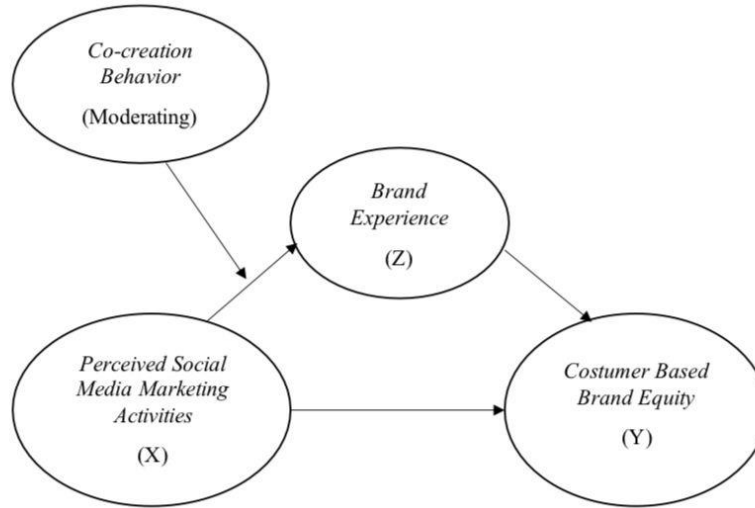


Figure 1. Conceptual Framework

METHOD

Quantitative descriptive research is the type of study in question. The examination information is obtained from essential information gathered directly by the scientist. Using Google Forms, questionnaires were distributed at random online to collect the research data. The assessment of the measurement model's validity, which in this study utilizes two ways of evaluating validity, namely convergent validity, and discriminant validity, is done as part of the categorization of the data analysis using PLS. A reliability test will be conducted following the validity test, As evidenced by both Cronbach's alpha and the values related to the reliability of the composite, additionally, the structural model will be assessed by examining R-square and Q-square to determine the impact The correlation and orientation of the connection among variables, as well as evaluate its significance of the relationships among variables.

RESULTS AND DISCUSSION

During the estimating model's test (external model), The measurement method of reliability and validity were examined. A legitimacy test is completed to demonstrate the way that the estimating instrument can gauge what is wanted. The validity test assesses the quality of the instrument and illustrates its validity, as well as the extent to which a concept can be effectively implemented. Not entirely settled by size (Hair et al., 2018) The average variance extract (AVE) value > 0.5, and the loading factor > 0.7 to pass the validity test. This study's validity test meets the criteria for a construct validity test's minimum value. The experimental outcomes should be visible in table 1.

Table 1. Outer Loading

	Brand Experience (M)	Co-creation Behavior (Z)	Customer-Based Brand Equity (Y)	Perceived Social Media Marketing Activities (X)
M1P1	0.735			
M1P10	0.825			
M1P11	0.820			
M1P12	0.828			
M1P2	0.733			
M1P3	0.768			
M1P4	0.751			
M1P5	0.753			
M1P6	0.706			
M1P7	0.799			
M1P8	0.795			
M1P9	0.798			
X1P1				0.804
X1P10				0.766
X1P11				0.831
X1P12				0.826
X1P13				0.835
X1P14				0.834
X1P15				0.811
X1P2				0.751
X1P3				0.773
X1P4				0.787
X1P5				0.830
X1P6				0.774
X1P7				0.836
X1P8				0.808
X1P9				0.805
Y1P1			0.832	
Y1P10			0.858	
Y1P2			0.855	
Y1P3			0.852	
Y1P4			0.853	
Y1P5			0.849	
Y1P6			0.848	
Y1P7			0.842	
Y1P8			0.866	
Y1P9			0.872	
Z1P1		0.982		
Z1P2		0.990		

Brand Experience (M)	Co-creation Behavior (Z)	Customer-Based Brand Equity (Y)	Perceived Social Media Marketing Activities (X)
Z1P3	0.989		

Sources: Primary Data (2023)

As shown in Table 1, all variable indicators are > 0.7, proving their convergent validity is valid.

Table 2. Outer AVE

	Average Variance Extracted (AVE)
Brand Experience (M)	0.604
Co-creation Behavior (Z)	0.974
Customer-Based Brand Equity (Y)	0.727
Perceived Social Media Marketing Activities (X)	0.648

Sources: Primary Data 2023

Considering Table 2, the outcomes show that the AVE incentive for all factors is > 0.5, convergent validity is therefore considered to be accurate.

Table 2. Cross Loading Value

	Brand Experience (M)	Co-creation Behavior (Z)	Customer-Based Brand Equity (Y)	Perceived Social Media Marketing Activities (X)	Z x Y
M1P1	0.735	0.214	0.502	0.492	-0.456
M1P10	0.825	0.352	0.608	0.653	-0.611
M1P11	0.820	0.338	0.562	0.575	-0.540
M1P12	0.828	0.417	0.566	0.530	-0.486
M1P2	0.733	0.209	0.473	0.502	-0.442
M1P3	0.768	0.170	0.526	0.509	-0.523
M1P4	0.751	0.302	0.514	0.527	-0.470
M1P5	0.753	0.235	0.620	0.583	-0.559
M1P6	0.706	0.113	0.566	0.543	-0.549
M1P7	0.799	0.359	0.541	0.537	-0.573
M1P8	0.795	0.328	0.604	0.594	-0.578
M1P9	0.798	0.263	0.503	0.550	-0.536
X1P1	0.524	0.255	0.571	0.804	-0.611
X1P10	0.570	0.183	0.544	0.766	-0.621
X1P11	0.560	0.194	0.652	0.831	-0.661
X1P12	0.647	0.224	0.648	0.826	-0.667
X1P13	0.613	0.167	0.639	0.835	-0.583
X1P14	0.580	0.184	0.668	0.834	-0.635
X1P15	0.634	0.234	0.633	0.811	-0.634
X1P2	0.481	0.162	0.612	0.751	-0.547
X1P3	0.635	0.203	0.577	0.773	-0.621

	Brand Experience (M)	Co-creation Behavior (Z)	Customer-Based Brand Equity (Y)	Perceived Social Media Marketing Activities (X)	Z x Y
X1P4	0.526	0.183	0.639	0.787	-0.578
X1P5	0.600	0.145	0.644	0.830	-0.571
X1P6	0.585	0.217	0.559	0.774	-0.617
X1P7	0.576	0.188	0.586	0.836	-0.585
X1P8	0.560	0.171	0.582	0.808	-0.596
X1P9	0.460	0.158	0.619	0.805	-0.520
Y1P1	0.550	0.170	0.832	0.660	-0.554
Y1P10	0.548	0.209	0.858	0.626	-0.524
Y1P2	0.660	0.236	0.855	0.672	-0.592
Y1P3	0.611	0.177	0.852	0.659	-0.523
Y1P4	0.571	0.192	0.853	0.613	-0.549
Y1P5	0.600	0.192	0.849	0.622	-0.556
Y1P6	0.591	0.241	0.848	0.642	-0.513
Y1P7	0.609	0.223	0.842	0.650	-0.554
Y1P8	0.628	0.193	0.866	0.646	-0.547
Y1P9	0.668	0.236	0.872	0.690	-0.577
Z1P1	0.335	0.982	0.211	0.228	-0.116
Z1P2	0.398	0.990	0.300	0.285	-0.163
Z1P3	0.320	0.989	0.196	0.179	-0.077
Z x Y	-0.682	-0.124	-0.644	-0.750	1.000

Sources: Primary Data 2023

Based on Table 3, the variable exhibits a stronger correlation with the indicator compared to its correlation with other indicators. All indicators tested in this research are stated to have discriminant validity.

Table 4. Cronbach Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability
Brand Experience (M)	0.940	0.942
Co-creation Behavior (Z)	0.987	1.001
Customer-Based Brand Equity (Y)	0.958	0.959
Perceived Social Media Marketing Activities (X)	0.961	0.962

Sources: Primary Data 2023

Table 4 shows Cronbach's alpha and composite reliability > 0.7. Consequently, the variable is very reliable or capable of measuring the construct.

Table 5. R Square

	R Square
Brand Experience (M)	0.602
Customer-Based Brand Equity (Y)	0.637

Sources: Primary Data 2023

Brand experience R square = 0.602 in Table 5. Brand experience makes up 60.2% of social media marketing perceptions. Different factors affect the remaining 39.8%, not considered in this research model. The customer-based brand equity variable's R square is 0.637. Customer-based brand equity explains 63.7% of perceived social media marketing activities, while other variables not examined in this study account for 36.3%.

Table 6. Q Square

	Q Square
Brand Experience (M)	0.590
Customer-Based Brand Equity (Y)	0.579

Sources: Primary Data 2023

Table 6 shows that Q square values are 0.590, and 0.579 for brand experience, and customer-based brand equity. Since Q square values above 0 (except X), it indicates that the model is predictive.

Table 7. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Social Media Marketing Activities (X) > Customer-Based Brand Equity (Y)	0.518	0.517	0.126	4.116	0.000
Perceived Social Media Marketing Activities (X) > Brand Experience (M)	0.382	0.384	0.086	4.464	0.000
Brand Experience(M)> Customer-Based Brand Equity (Y)	0.341	0.342	0.127	2.682	0.007
Perceived Social Media Marketing Activities (X) > Brand Experience (M) > Customer-Based Brand Equity (Y)	0.131	0.135	0.066	1.972	0.049
Co-creation Behavior (Z) x Perceived Social Media Marketing Activities (X) > Brand Experience (M)	-0.274	-0.273	0.060	4.550	0.000

Sources: Primary Data 2023

Social media marketing perceptions increased customer-based brand equity by 0.518 in Table 7. The p-value of 0.000 and t-statistic value of 4.116 shows that perceived social media marketing actions increase customer-based brand equity. Therefore, hypothesis one is accepted. Indicates a significant positive impact of perceived social media marketing actions on brand experience, by an increase of 0.382. Hypothesis two is supported by a t-statistics value of 4.464 > 1.96 and a statistically significant result (0.000 < 0.05). Table 7 indicates that brand experience increases customer-based brand equity by 0.341. The results of the statistical analysis demonstrate that brand experience has a significant positive effect on customer-based

brand equity, as shown by the p-values ($0.007 < 0.05$) and t-statistics ($2.682 > 1.96$). Thus, hypothesis three is supported. Hypothesis testing has revealed that social media marketing mediates brand experience and increases customer-based brand equity. TS levels of 1.972 were larger than 1.96 and p-values of 0.049 were less than 0.05. According to Table 7, the initial calculated value of the sample is -0.274, with a p-value of 0.000, indicating significance at a 0.05 level ($0.001 < 0.05$). It is worth noting that the t statistic of 4,550 exceeds the t-table value (t count 2,518 $>$ 1.96).

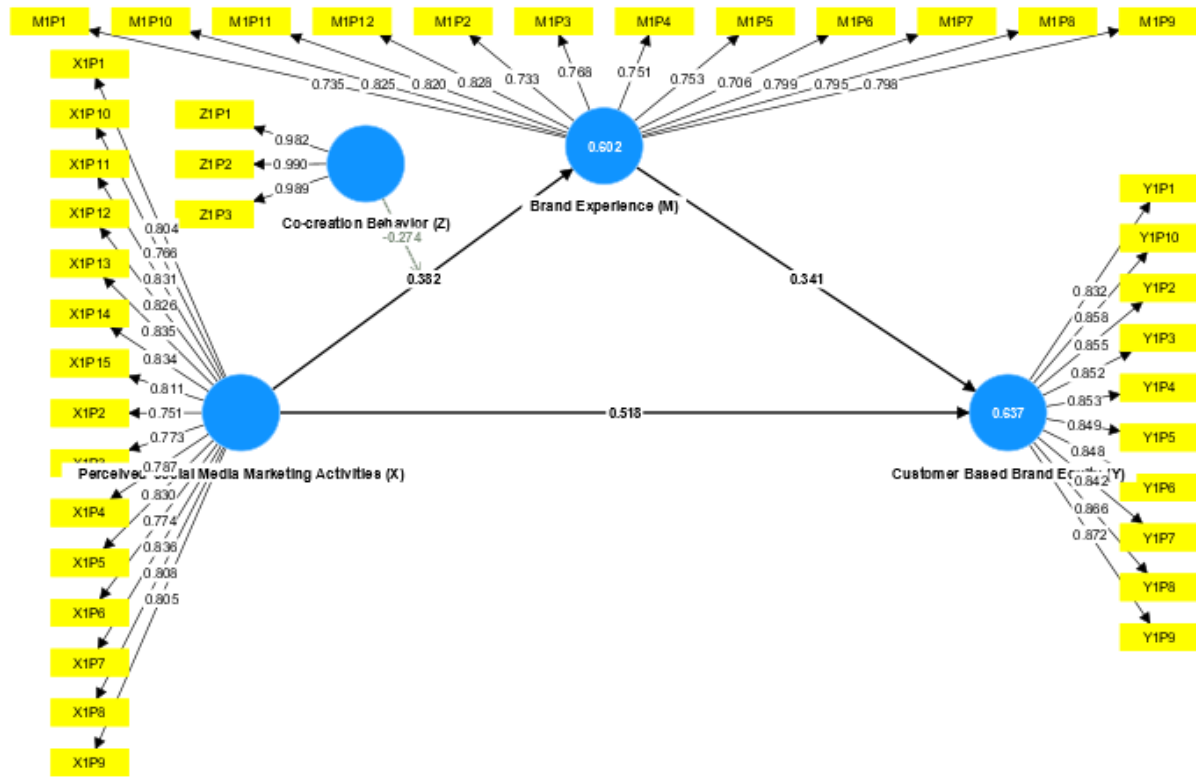


Figure 1. Final PLS Model Output

Perceived social media marketing activities and customer-based brand equity

The study found that @uniqloindonesia's Instagram followers valued social media marketing and that it boosted customer-based brand equity. Frequency distributions assessed @uniqloindonesia's perceived social media marketing activities on followers' brand impression, improving customer-based brand equity. Derek and colleagues (2019) observed that people think social media marketing boosts brand equity. Clear, concise language with causal relationships replaced objective evaluations. Formal, unbiased explanations of technical abbreviations. Formatting, citation, and language were consistent. This research is supported by Derek et al., (2019), perceived social media marketing activities have a good impact on customer-based brand equity. Effective social media marketing activities can undeniably produce a variety of positive results (Chen and Lin, 2019; Ismail, 2017). However, this relationship is indirect, thus spreading the notion that the activity is a stimulus that will activate the consumer's inner state and subsequently trigger a certain response.

Perceived social media marketing activities on brand experience

This study reveals social media marketing perspective increases brand experience. @uniqloindonesia's social media may enhance brand visibility, consumer knowledge, and e-commerce optimism. Sahin et al.

(2011) observed that perceived social media marketing activities improve brand experience, like Derek et al. (2019). These results are in line with Derek et al., (2019), perceived social media marketing activities have a positive and significant impact on brand experience. Apart from that, research by Altaf et al. (2017) found that brand experience has a significant positive influence on brand image and brand awareness. In fact, consumers who experience positive brand experiences are more subject to premium pricing. A study by Dwivedi (2015) shows that once consumers develop an emotional connection with a brand due to brand involvement, the likelihood of purchasing the product becomes higher. Brand experience was also found to have a significant positive influence on satisfaction, brand trust, and brand loyalty (Sahin et al., 2011).

Brand experience on customer-based brand equity

The research indicates that brand experience has a positive impact on customer-based brand equity. This shows that @uniqlindonesia social media customers are more satisfied if the experience matches their expectations. In a study by Dwivedi (2015), emotional attachment to a brand increased the likelihood of purchasing the products. Derek et al. (2019) found that brand experience directly increases customer-based brand equity among Instagram followers @uniqlindonesia. Businesses need strong brands with positive equity because this shows that consumers are aware, loyal, and confident in the brand, which allows them to buy. When compared with cheaper products, individuals are more likely to buy or pay more for brands with high positive brand equity (Buil et al., 2013).

Perceived social media marketing activities on customer-based brand equity, mediated by brand experience

Experience is key to the favorable relationship between perceived social media marketing efforts and customer-based brand equity, according to research. Social media marketing increases brand equity, research suggests. This assists Ismail (2017) and Kim and Ko (2012). This analysis confirms previous research which indicates that perceived social media marketing has a positive influence on consumer-based brand equity (Ismail, 2017; Kim and Ko, 2012). Effective social media marketing can produce many benefits (Chen and Lin, 2019; Ismail, 2017). However, this relationship is indirect, thus spreading the notion that the activity is a stimulus that will activate the consumer's inner state and subsequently trigger a certain response. This is proven by results that show consumers' positive perceptions of social media marketing activities carried out by brands. Thus, this results in a higher likelihood for them to experience a positive brand experience and creates positive subjective internal consumer responses (i.e., sensations, feelings, and cognitions) towards the brand. As a result, positive brand experiences promote consumer-based brand equity.

Perceived social media marketing activities on brand experience, moderated by co-creation behavior

The research found that customer co-creation moderates the significant and meaningful association between customers' opinions of social media marketing activities and brand value. Ramaswamy (2011, p. 195), found that co-creation moderates the relationship between perceived social media marketing activity and brand experience. Co-creation increases shared value. According to Vargo and Lusch (2008), successful organizations increase their value proposition through consumer participation. According to Ramaswamy (2011, p. 195), co-creation moderates the relationship between perceived social media marketing activities and brand experience. Shared value is expanded through co-creation. A successful company's value proposition is enhanced through customers and their co-creation efforts (Vargo and Lusch, 2008). Therefore, these efforts are driven by technological advances that enable Internet users to produce content. Thus, consumer participation is encouraged in creating valuable content together with the company, resulting in new media social media marketing strategies (e.g., posting photos and reviews, and sharing information on social media pages). Additionally, this two-way interaction is enhanced through the use of

hashtags in promoting brands, which sometimes requires sharing content as part of competitions and gamification for further persuasion.

CONCLUSION

The researcher will draw the following findings from the results of the hypothesis testing study of the relationship between electronic service quality and e-loyalty among users of the Tokopedia online shopping application in Padang City: (1) Perceived social media marketing activity can enhance customer brand equity. By promoting stakeholder engagement through interaction, information sharing, and product recommendations, social media marketing campaigns can significantly boost customers' enjoyment of products available on @uniqloindonesia's Instagram page; (2) Perceived social media marketing actions enhance the brand experience. Online marketing initiatives on social media platforms foster and sustain stakeholder relationships that increase stakeholder value through engagement, exchanging information, and product recommendations. As such, the exceptional customer experience with @uniqloindonesia items on Instagram is positively influenced by these efforts; (3) The brand experience impacts brand equity and loyalty among clients. Consumer satisfaction and loyalty are reliant on product, shopping, and consumption experiences. Consumer satisfaction and loyalty are reliant on product, shopping, and consumption experiences. Therefore, brands such as @uniqloindonesia are known for their excellent reputation among consumers; (4) The relationship between social media marketing efforts and customer-based brand equity is mediated by brand experience. High engagement on social media may increase customers' product preference, indirectly enhancing the user experience of the @uniqloindonesia Instagram account; (5) Perceived social media marketing activity controls co-creation behavior to influence brand experience. High social media activity can enhance the user experience, which also indirectly influences customer involvement with the @uniqloindonesia Instagram page since co-creation moderates the impact of social media marketing on brand experience.

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