

**THE INFLUENCE OF BRAND AWARENESS AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS WITH TIKTOK SOCIAL MEDIA MARKETING LIVE STREAM AS MEDIATION: A STUDY ON BRAND COSMETIC PRODUCT CONSUMERS; SKINTIFIC IN INDONESIA**

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**KEYWORDS**

Brand Awareness, E-WOM, Purchase Decision, Live Streaming, Brand

**ABSTRACT**

Currently, live-streaming shopping on social media is growing rapidly. This is because the development of cellular communication technology is also increasingly developing. This research aims to investigate how Brand Awareness and E-WOM influence consumer decisions mediated by live streaming on social media for a cosmetics brand. The population of this research is TikTok customers who use the application to purchase their product needs. Data collection uses an online survey with Google Forms. There were 403 respondents who met the respondent criteria. The analytical method used is SEM PLS. The research results show that Brand Awareness has a positive and significant effect on Purchase Decision, E-WOM has a positive and significant effect on Purchase Decision, Brand Awareness has a positive and significant effect on Live Streaming, E-WOM has no direct effect on Live Streaming, Live Streaming has a positive effect and significant to Purchase Decision, Live Streaming mediates Brand Awareness to Purchase Decision, and Live Streaming does not mediate E-WOM to Purchase Decision

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**1. Introduction**

Social media is one of the terms that are familiar to our ears. The history of social media began in the 1970s with the invention of bulletin boards (wall magazines) that could connect one person to another, at that time bulletin boards were displayed so that the public could read what was written. Along with the development of the internet, social media also develops through electronic mail or software. According to (Hegde, Bhat, Horapeti, Manoj, & Ananthanagu, 2023), social media refers to computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media facilitates the sharing of ideas and information through virtual networks. From *Facebook and Instagram to Twitter and YouTube*,

social media encompasses a vast world of apps and platforms that allow users to share content, interact online, and build communities. At the moment, more than 4.7 billion people use social media, equivalent to about 60% of the world's population.

Social media applications with the largest number of users are applications that are useful for sending and receiving orders. At the beginning of 2023, as many as 94.8% of users access chat and messaging apps and websites, followed by social platforms at 94.6% of users. Search engine sites are next in line, with 81.8% of users accessing them.

Here's the order of the top social media sites (data as of January 2023):

**Table 1 Applications and Number of Social Media Users**

NO	APP NAME	NUMBER OF USERS
1	Facebook	2,96 billion users
2	Youtube	2,51 billion users
3	WhatsApp	2 billion users
4	Instagram	2 billion users
5	Wechat	1,31 billion users
6	TikTok	1,05 billion users
7	Facebook Messenger	931 million users
8	Douyin	715 million users
9	Telegram	700 million users
10	Snapchat	635 million users

The development of social media around the world also occurs in its users in Indonesia. Based on Figure 1, the number of active social media users in Indonesia is relatively increasing every year. A report from We Are Social shows that the number of active social media users in Indonesia will be 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country. The number of active social media users in January 2023 decreased by 12.57% compared to the previous year, which was 191 million users. The decline was the first in a decade.

Based on research, time spent playing social media in Indonesia reaches 3 hours 18 minutes every day per person. The duration is the tenth highest in the world. Furthermore, the number of internet users in Indonesia is recorded at 212.9 million in January 2023. Unlike social media, the number of internet users at the beginning of this year was still 3.85% higher than in the same period the previous year. Of these, 98.3% of internet users in Indonesia use mobile phones. In addition, the average Indonesian uses the internet for 7 hours 42 minutes every day.

The high level of use of social media and the internet affects daily life. At this time, social media is also needed to promote products. And along with its development, not only doing promotion, social media is also a place or means to make sales known as social media marketing. Social media marketing or commonly referred to as social media marketing is the use of social networks as a product sales and marketing tool. Companies with products to promote are more than just displaying ads online, but also engaging directly with their customers. One of the social media marketing that supports product sales and marketing is an application called TikTok, which originated in China, at the beginning of its appearance in 2016 called Douyin. The purpose of this app is for fellow users to share short videos of 15 seconds. It turned out that this application was well received by the wider community in China and began to enter the global community and was renamed TikTok.

In 2018, TikTok became famous in Indonesia. TikTok is a social media that displays content in the form of short videos that are also accompanied by audio. TikTok is a media that is starting to be liked by the public, especially the millennial generation because this social media can do video-sharing, the results of which can be shared and responded to by other users. Videos on TikTok can

also be shared through other social media applications such as *Facebook, Twitter, Instagram, Tumblr*, and others. As it has grown, today TikTok is more of a *video-sharing app*. TikTok provides a feature to make online purchases through *TikTok shop*. This is one of the technological developments that makes it easier because it can quickly reach its consumers. Consumers only with internet access can purchase products in the TikTok shop application. In addition, this development occurred at a time when the world was being hit by the Covid-19 pandemic which required restrictions on activities outside the home. Consumers very easily make purchases from home from the app. Previously, other applications and e-commerce have emerged that facilitate online shopping activities.

TikTok can grow rapidly in terms of online sales, because in the *TikTok shop* users can do *Live shopping* which has grown rapidly as a direct result of the pandemic. Between March 2020 and July 2021, purchases from live on e-commerce worldwide increased by 76%, and shows no signs of stopping. Compared to other forms of e-commerce, the conversion rate from live streaming on TikTok can be up to ten times higher.

According to a report by We Are Social and Hootsuite, the TikTok app has 1.05 billion users worldwide as of January 2023. The number puts TikTok in the sixth rank of social media apps with the most users globally. TikTok users worldwide increased by 18.8% compared to 2022. Indonesia ranks second with 109.9 million TikTok users.

### **Purchase Decision**

Purchase Decision is the process of selecting two or more alternative options that result in a decision to buy or not to buy. Alternative options must be available when consumers are about to make a decision. The process of making purchasing decisions requires the search or receipt of different information (Schiffman & Kanuk, 2009). Meanwhile, according to Kotler (2007) Purchase Decision is a process where consumers decide which brand to buy. Consumers will buy the most preferred brand, but it can be influenced by two factors that are between purchase intention and purchase decision: other people's attitudes and unexpected situations. Purchase intent may change if the situation faced by the consumer hinders or forces to cancel the purchase or switch to another alternative option.

According to (Kotler & Keller, 2016), there are two factors that are between purchase intention and purchase decision. The first factor is the attitude of others. The attitudes of others have an influence to reduce alternative choices by consumers. This is influenced by the first factor of the intensity of other people's negative attitudes towards consumers, secondly the motivation of consumers to follow the wishes of others. The intensity of others to give a negative stigma will make consumers change the impression of a product so that consumers switch to other products. On the contrary, if consumers get a positive stigma from others, then consumers will tend to strengthen their positive impression of a product. The second factor is an unanticipated situation that will be able to change the purchase decision. The consumer's decision to postpone or avoid the purchase decision is strongly influenced by the risk aspects that have been considered by the consumer. The level of risk that consumers have considered depends on the amount of uncertainty of benefits or advantages obtained, the amount of negative impressions on a product and the costs that must be incurred. So that consumers will collect information from various sources to reduce the uncertainty that might be obtained if they choose a product.

### **Brand Awareness**

Brand awareness is the ability to remember customers about a brand, where a brand is a member of a certain product category (Bilgin, 2018). According to (Cheung, C. M. K., Chiu, P. -Y., & Lee, 2011). Brand awareness is also considered a brand requirement that is included in the consideration of consumers who ultimately reach the decision-making process, and is considered important as an important component of brand knowledge. Through platforms such as social

media, online advertising, electronic word of mouth and also through e-commerce, it can form brand awareness in the minds of consumers. For example, we can know a brand by just looking at its image, color, or slogan, without looking at the brand.

Products with high brand awareness are the first step for consumers to reach a decision to buy. Consumers tend to choose a product or service with a more well-known brand, compared to products that still sound foreign to their ears.

Here are the According tiers (Aaker, 2018) The levels or components of brand awareness include the following.

### **E-WOM**

E-Wom or Electronic - word of mouth is marketing that creates the effect of word of mouth to support the efforts and goals of marketing using the internet (Tuyu et al., 2022). Meanwhile, according to (Prasetyo et al., 2018), E-WOM is a statement made by customers, both potential customers, actual customers, and previous customers about a product or company either positive or negative, whose information is available to many people or institutions through internet media. E-WOM is very easy to disseminate information related to a product, so it has a great influence on the interaction between the company and the customer.

Live Stream Sosial Media Marketing According to (Kotler & Keller, 2016), Social Media is a middle ground for consumers to share information in the form of writing, images, audio, and video with fellow users or with companies. According to (Zulfikar & Mikhriani, 2017), social media marketing is a marketing strategy carried out to make writing, images, and videos posted on social media accounts.

## **2. Materials and Methods**

This study used quantitative research. According to (Sugiyono, 2019), quantitative research is a system of research methods with an empirical approach. Quantitative research is the study of a particular population or sample and is largely based on testing theory that uses statistical techniques. Research using the correlational method is a research method that combines one element with another element with the aim of creating something new that is different from the previous element. The method used in this study is correlation at the time of sample testing and hypothesis testing that has been established. The test was carried out using the Structural Equation Modeling (SEM) method of the PLS-SEM model to see the influence and relationship between independent variables, namely looking at the influence of Brand Awareness and E-WOM on Purchase Decision as the dependent variable.

Population can also be referred to as a set of elements or elements that are the object of study, or the set of all that wants to be known. The population in this study is residents in the Jabodetabek area who use skin care / cosmetics brand Skintific and buy the brand from live streams on social media TikTok.

For samples taken from the population must be truly representative (representative). The sampling technique in this study uses the Non-Probability Sampling technique, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the Code Measurement Scale: Value 5 (Strongly Agree), Value 4 (Agree), Value 3 (Neutral), Value 2 (Disagree) and Value 1 (Strongly Disagree).

## **3. Result and Discussion**

This research questionnaire is in the form of a *Google Form*. The distribution of this questionnaire was carried out through *Whatsapp groups*, *Instagram posts*, posts on *Twitter*, area visits and also randomly during the Jakarta X Beauty (JXB) cosmetics exhibition event at JCC. The number of respondent samples obtained in this study was 447 respondents. From

the incoming responses, researchers screened according to the required criteria and obtained 403 respondents as the final result. The main criteria of the sample of respondents of this study are people who use the TikTok application and make two purchases on TikTok Shop in a period of one month. The number of 403 sample respondents has met the minimum limit in this study. The indicators of the study are 16 indicators.

**Characteristics of Respondents**

Descriptive results related to respondent profiles used in this study can be displayed as follows:

**Table 2 Respondents' Results by Gender**

Gender	Sum	Percentage
Woman	328	81%
Man	75	19%
<b>TOTAL</b>	<b>403</b>	<b>100%</b>

Source: Respondent questionnaire results, (2023)

**Test Instruments**

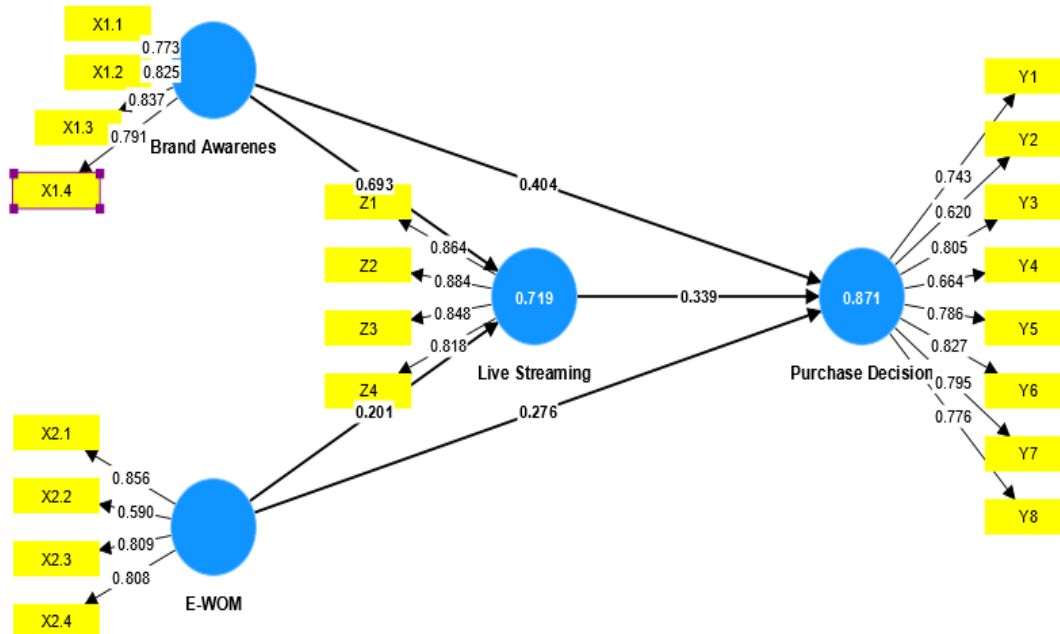
Data that has been collected and analyzed with the SEM model using SmartPLS version 4.0 *Partial Least Square* (PLS) which is an alternative method of SEM or *Structural Equation Modeling* used to overcome SEM problems (Haryono, Fitriany, & Fatima, 2017).

**Evaluasi Outer Model**

Evaluation of the outer model is carried out to assess the validity and reliability or reliability of the model. The outer model with reflexive indicators is evaluated through *convergent validity* and *discriminant validity of the indicator and composite reliability for indicator* blocks (Ghozali & Latan, 2020). In this step, it is developed in the form of a diagram of the SEM model which aims to make it easier to see the causal relationships that you want to test.

**Validity Testing**

Testing the *convergent validity* of each indicator according to (Hair, Risher, Sarstedt, & Ringle, 2019) an indicator will be said to be valid if the *outer loading* value is greater > 0.7.

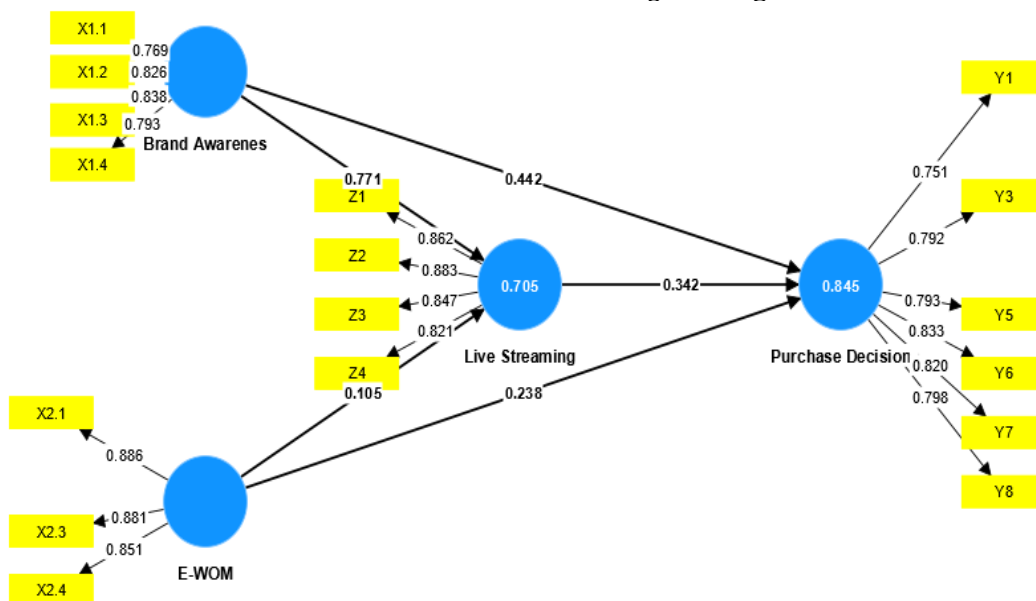


**Figure 1 Outer Loadings**  
Source: SmartPLS Data Processed 4, (2023)

The outer *loadings* values for each construct indicator can be shown in Table 1 below:

	<b>Brand Awareness</b>	<b>E-WOM</b>	<b>Live Streaming</b>	<b>Purchase Decision</b>	<b>Information</b>
X1,1	0,773				Valid
X1,2	0,825				Valid
X1,3	0,837				Valid
X1,4	0,791				Valid
X2,1		0,856			Valid
X2,2		0,590			Invalid
X2,3		0,809			Valid
X2,4		0,808			Valid
Y1				0,743	Valid
Y2				0,620	Invalid
Y3				0,805	Valid
Y4				0,664	Invalid
Y5				0,786	Valid
Y6				0,827	Valid
Y7				0,795	Valid
Y8				0,776	Valid
Z1			0,864		Valid
Z2			0,884		Valid
Z3			0,848		Valid
Z4			0,818		Valid

Based on table 1 above, it can be seen that there are 3 research variable indicators that have *Outer Loading* below  $> 0.7$  so that these indicators are declared invalid and calculations are recalculated. An indicator is valid if it has an *Outer Loading* value greater than 0.7.



**Figure 2 Outer Loadings**

Source: SmartPLS Data Processed 4, (2023)

The outer *loadings* values for each construct indicator can be shown in Table 1 below:

	<i>Brand Awareness</i>	<i>E-WOM</i>	<i>Live Streaming</i>	<i>Purchase Decision</i>	<i>Information</i>
X1,1	0,769				Valid
X1,2	0,826				Valid
X1,3	0,838				Valid
X1,4	0,793				Valid
X2,1		0,886			Valid
X2,3		0,881			Valid
X2,4		0,851			Valid
Y1				0,751	Valid
Y3				0,792	Valid
Y5				0,793	Valid
Y6				0,833	Valid
Y7				0,820	Valid
Y8				0,798	Valid
Z1			0,862		Valid
Z2			0,883		Valid
Z3			0,847		Valid
Z4			0,821		Valid

Source: SmartPLS Data Processed 4, (2023)

Based on table 2 above, it can be seen that all indicators of each research variable have an Outer Loading > 0.7 so that all indicators are declared valid, where an indicator is declared valid if it has an Outer Loading value greater than 0.7.

From the results of the *outer loading value* in table 2 it is obtained that:

1. The highest indicator of *Brand Awareness* is X1.3 with a value of 0.838 where respondents buy products from the Skintific Brand because the products are of good quality, so they are remembered by consumers.
2. The highest indicator of *E-WOM* is X2.1 with a value of 0.886 where consumers often read product reviews from other consumers influencing purchases of the product.
3. The highest indicator of the *Purchase Decision* is Y6 with a value of 0.833 which states that consumers are interested in buying the Skintific Brand product on live streaming on TikTok Shop due to the cheaper price factor.
4. The highest indicator of TikTok's social media marketing *Live Stream* is Z2 with a value of 0.883 where the ease of transaction is one of the factors that attract consumers to shop during the live stream.

**Pengujian Average Variance Extracted (AVE)**

The AVE value must be above 0.5 so that the variable is considered valid. Table 4 below shows the **Average Variance Extracted (AVE)** values for each variable:

**Table 3 Average Variance Extracted (AVE) Test Results**

Variable	Average Variance Extracted (AVE)	Information
<i>Brand Awareness</i>	0,651	Valid
<i>E-WOM</i>	0,761	Valid
<i>Purchase Decision</i>	0,728	Valid
<i>Live Stream Sosial Media TikTok</i>	0,637	Valid

Source: SmartPLS Data Processed 4, (2023)

Based on Table 4, it can be seen that the value on the *Outer Loading* of all indicators has met the requirements and is supported by the AVE value in Table 4.15 which has also been qualified, which is above 0.5. Based on Table 3, it can also be seen that the highest AVE value in the *E-WOM variable with a value of 0.761 and the lowest AVE in the TikTok Social Media Live Stream variable with a value of 0.651.*

Thus, it can be seen from the *Outer Loading* value in Table 4 and the AVE value in Table 4, the data from this study can be said to have met the test requirements for Convergent Validity.

### **Discriminant Validity Testing**

Discriminant validity testing is performed to show the extent to which a construct is completely different from other variables. Discriminant variables from measurement models with reflective indicators are assessed based on *Cross Loadings*. This measurement is expected of each latent variable being measured compared to indicators for other latent variables. A criterion is accepted when a measurement item correlates more or more strongly with the variable it measures and correlates lower with other variables.

**Table 5 shows the value of Cross Loadings for each construct**

Kode	<i>Brand</i>			
	<i>Awareness</i>	<i>E-WOM</i>	<i>Purchase Decision</i>	<i>Live Streaming</i>
X1,1	0,769	0,404	0,734	0,701
X1,2	0,826	0,360	0,698	0,688
X1,3	0,838	0,555	0,651	0,721
X1,4	0,793	0,679	0,607	0,711
X2,1	0,565	0,886	0,559	0,665
X2,3	0,488	0,881	0,453	0,558
X2,4	0,550	0,851	0,493	0,620
Y1	0,622	0,565	0,590	0,751
Y3	0,683	0,593	0,713	0,792
Y5	0,657	0,568	0,696	0,793
Y6	0,734	0,695	0,680	0,833
Y7	0,716	0,452	0,707	0,820
Y8	0,767	0,511	0,674	0,798
Z1	0,688	0,402	0,862	0,690
Z2	0,733	0,520	0,883	0,707
Z3	0,700	0,539	0,847	0,720
Z4	0,727	0,510	0,821	0,775

Source: SmartPLS 4 data processing, (2023)



Based on Table 5, it can be seen that the Cross Loadings value of each indicator against its latent variable has a higher correlation compared to other latent variables. Based on these results, it can be stated that all variables have met the requirements in testing the validity of the discriminant.

### **Discussion of Research Results**

#### **Brand Awareness has a positive and significant influence on Purchase Decisions.**

Brand Awareness of Purchase Decision has a p-value of  $0.000 < 0.05$ , then the first hypothesis (H1) is accepted. This means that Brand Awareness has a positive and significant effect on Purchase Decisions. This is also in accordance with research conducted by (Ardiansyah & Sarwoko, 2020), which states that Brand Awareness has a significant effect on purchase decisions. According to Krisnawati's research (2016) in her research also stated that Brand Awareness has a significant effect on Purchase Decisions.

#### **E-WOM has a positive and significant effect on Purchase Decision.**

E-WOM for Purchase Decision has a p-value of  $0.000 < 0.05$ , then the second hypothesis (H2) is accepted. This means that E-WOM has a positive and significant effect on Purchase Decision. The results of previous studies stated that the E-WOM variable affects the Purchase Decision if it passes through indirect channels or there are other variables that mediate (Hanifati and Samiono, 2018). But the results of the current research state that E-WOM has a significant effect on Purchase Decision.

#### **Brand Awareness has a positive and significant influence on Purchase Decisions.**

Brand Awareness of Live Streaming has a p-value of  $0.000 < 0.05$ , so the third hypothesis (H3) is accepted. This means that Brand Awareness has a positive and significant effect on Live Streaming. The development of live streaming is growing. As one of the marketing strategic tools for many brands and organizations in all industries (Pan & Kang, 2021). brands no longer have to tell customers about their products or services, but they can now demonstrate them in real time in more depth and interactively (Liu et al., 2023).

#### **E-WOM does not have a positive and significant effect on TikTok's Social Media Marketing Live Stream.**

E-WOM for Live Streaming has a p-value of  $0.094 > 0.05$ , so the fourth hypothesis is rejected. This means that E-WOM does not directly affect Live Streaming. According to previous research (Fatrina et al., 2019), stated the influence of E-WOM to the referral group in terms of product purchases. The indirect effect evaluation process is only calculated for the relationship between the Referral Group variable on E-WOM and the purchase decision because the relationship between live chat is not consistent with the purchase decision variable as well as the seller's behavior with the purchase decision. According to (Gunelius, 2010) quoted by (Santoso, 2017) social media marketing is a form of marketing used to create awareness, recognition, memory and even action on a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking.

#### **TikTok's Social Media Marketing Live Stream has a positive and significant effect on Purchase Decisions.**

Live Streaming of a Purchase Decision has a p-value of  $0.000 < 0.05$ , so the fifth hypothesis is accepted. This means that Live Streaming has a positive and significant effect on Purchase Decision. In social media marketing live streams, broadcasters live to promote purchases and consumer interactions (Fei, Tan, Cheng, Zhu, & Zhang, 2021). Broadcast viewers can purchase promoted products and pay broadcasters for their professional performance, such as exchanging real currency for virtual gifts, defined as gift-giving behavior in livestream trading (Liao et al., 2019). This makes it easy for consumers to interact and transact during live streaming on TikTok Shop.

**Brand Awareness has a positive and significant effect on Purchase Decisions mediated by TikTok Social Media Live Streams.**

Brand Awareness mediated by Live Streaming of Purchase Decisions has a p-value of  $0.000 < 0.05$ , hence this sixth hypothesis is accepted. This means that the Live Streaming variable mediates Brand Awareness of Purchase Decisions positively and significantly. Individual attention to a product can increase their awareness, attitude, and evaluation of the product (Florack, Egger, & Hübner, 2020). Their increased awareness of products can further increase their purchases (Deng, 2016).

**E-WOM does not have a positive and significant effect on Purchase Decisions mediated by TikTok's Social Media Marketing Live Stream.**

E-WOM mediated by Live Streaming of Purchase Decision has a p-value of  $0.113 < 0.05$ , so this seventh hypothesis is rejected. This means that the Live Streaming variable does not mediate E-WOM against the Purchase Decision. E-WOM on social media primarily focuses on consumer behavior (Godey et al., 2016), strategic perspectives (Williams & Brady, 2019), consumer loyalty (Kandampully, Zhang, & Bilgihan, 2015) and typology (Weisfeld-Spolter, Sussan, & Gould, 2014). In short, studies are divided into two main directions: emotion-oriented and content-oriented research. Although this was found in the live stream of social media marketing, it was not strong enough to influence consumers to make a purchase decision if through the mediation of TikTok social media marketing live streaming.

#### **4. Conclusion**

Brand Awareness has a positive and significant effect on Purchase Decision, E-WOM has a positive and significant effect on Purchase Decision, Brand Awareness has a positive and significant effect on Live Streaming, E-WOM does not directly affect Live Streaming, Live Streaming has a positive and significant effect on Purchase Decision, Live Streaming mediates Brand Awareness of Purchase Decision positively and significantly, Live Streaming does not mediate E-WOM against Purchase Decision.

This research reveals that Brand Awareness of a product / brand and E-WOM can influence potential consumers to make purchasing decisions, in this case in this study mediated by Live Stream social media marketing TikTok. E-WOM is the dissemination of information related to a product, so it has a great influence on the interaction between sellers and consumers

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