REFERENCES

. N. R., . O. S. T., & . H. S. (2019). Brand awareness as predictors of repurchase intention: Brand attitude as a moderator. *Advances in Social Sciences Research Journal*, *6*(2), 541–554. https://doi.org/10.14738/assrj.62.6264

Abdallah, Z. S., & Webb, G. I. (2017). Encyclopedia of Machine Learning and Data Mining. *Encyclopedia of Machine Learning and Data Mining*, *January*. https://doi.org/10.1007/978-1-4899-7687-1

Abin, D. G., Mandagi, D. W., & Pasuhuk, L. S. (2022). Influence of brand image on customer attitude, intention to purchase and satisfaction: the case of start-up Brand Pomie Bakery. *Enrichment: Journal of Management*, *12*(5), 3908–3917. https://enrichment.iocspublisher.org/index.php/enrichment/article/view/960

Abokhoza, R., & Jahmani, A. (2023). Towards retention in airline industry using neutrosophic DEMATEL method: Does social media marketing activities affect passengers' retention. *International Journal of Neutrosophic Science*, *21*(2), 161–176. https://doi.org/10.54216/IJNS.210214

Aljumah, A. I., Nuseir, M. T., & El Refae, G. A. (2023). Examining the effect of social media interaction, E-WOM, and public relations: Assessing the mediating role of brand awareness. *International Journal of Data and Network Science*, *7*(1), 467–476. https://doi.org/10.5267/j.ijdns.2022.8.012

Alsoud, M., Alfdool, S. M., Trawnih, A., Helalat, A. S., Al-Mu'ani, L., & Mahrakani, N. (2023). Social media marketing activities and tourists' purchase intention. *International Journal of Data and Network Science*, *7*(2), 677–686. https://doi.org/10.5267/j.ijdns.2023.3.004

Andrews, K. (2020). Naïve Normativity: The Social Foundation of Moral Cognition. *Journal of the American Philosophical Association*, *6*(1), 36–56. https://doi.org/10.1017/apa.2019.30

Ani Petrosyan. (2023). Number of internet users worldwide from 2005 to 2022(in millions). *Statista*, *2022*, 1. https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/

Aquinia, A., & Soliha, E. (2020). The effect of brand equity dimensions on repurchase intention. *Diponegoro International Journal of Business*, *3*(2), 97–103. https://doi.org/10.14710/dijb.3.2.2020.97-103

Benitez, J., Henseler, J., Castillo, A., & Schuberth, F. (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information and Management*, *57*(2), 103168. https://doi.org/10.1016/j.im.2019.05.003

Bhandari, P. (2022). *Independent vs . Dependent Variables | Definition What is your plagiarism score ?* 9.

Bhutta, E., Kausar, S., & Rehman, A. (2019). Factors Affecting the Performance of Market Committees in Punjab, Pakistan: An Empirical Assessment of Performance through Smart Pls Mediation Analysis. *J. Agric. Res*, *57*(3), 189–197.

Boonsiritomachai, W., & Sud-On, P. (2020). Increasing purchase intention and word-of-mouth through hotel brand awareness. *Tourism and Hospitality Management*, *26*(2), 265–289. https://doi.org/10.20867/thm.26.2.1

Briandana, R., & Dwityas, N. A. (2019). Media Literacy: An Analysis of Social Media Usage among Millennials. *International Journal of English Literature and Social Sciences*, *4*(2), 488–496. https://doi.org/10.22161/ijels.4.2.44

Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability (Switzerland)*, *15*(6), 1–22. https://doi.org/10.3390/su15065331

Büyükdağ, N. (2021). The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on social media. *Business & Management Studies: An International Journal*, *9*(4), 1380–1398. https://doi.org/10.15295/bmij.v9i4.1902

Chandra, Z. A. P., & Indrawati. (2023). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. *Quality - Access to Success*, *24*(192), 163–173. https://doi.org/10.47750/QAS/24.192.19

Cheah, J. H., Thurasamy, R., Memon, M. A., Chuah, F., & Ting, H. (2020). Multigroup analysis using smartpls: Step-by-step guidelines for business research. *Asian Journal of Business Research*, *10*(3), I–XIX. https://doi.org/10.14707/ajbr.200087

Chen, C. C., & Lin, Y. C. (2018). Corrigendum to "What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement" [Telematics Inf. 35(1) (2018) 293–303](S0736585317307244)(10.1016/j.tele.2017.12.003). *Telematics and Informatics*, *35*(6), 1794. https://doi.org/10.1016/j.tele.2018.01.002

Chen, Z., & Yuan, M. (2020). Psychology of word of mouth marketing. *Current Opinion in Psychology*, *31*, 7–10. https://doi.org/10.1016/j.copsyc.2019.06.026

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific*

Journal of Marketing and Logistics, *32*(3), 695–720. https://doi.org/10.1108/APJML-04-2019-0262

Chorowski, M., Nowak, A., & Andersen, J. V. (2023). What makes products trendy: Introducing an innovation adoption model. *Physica A: Statistical Mechanics and Its Applications*, *616*(April). https://doi.org/10.1016/j.physa.2023.128621

Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, *8*(3), 585–593. https://doi.org/10.13106/jafeb.2021.vol8.no3.0585

Dencheva, V. (2023). Social media platforms used by marketers 2022 | Statista. In *Statista* . https://www-statista-com.sire.ub.edu/statistics/259379/social-media-platforms-used-by-marketers-worldwide/

Dixon. S. (2023). Leading countries based on number of Twitter users as of January 2022(in millions). *Https://Www.Statista.Com/Statistics/242606/Number-of-Active-Twitter-Users-in-Selected-Countries/* , *2023*(January).

Dixon, S. (2023a). Leading countries based on Facebook audience size as of January 2023. *Statista*, *2023*(January). https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/

Dixon, S. (2023b). Leading countries based on Instagram audience size as of January 2023. *Statista*, *2023*(January). https://www.statista.com/statistics/578364/countries-with-most-instagram-users/

Dixon, S. (2023c). Number of social media users worldwide from 2017 to 2027. *Statista*, *2027*.

Dublino, J. (2023). *Improve Your Customer Retention With Social Media*.

Dülek, B., & Saydan, R. (2019). the Impact of Social Media Advertisement Awareness on Brand

Awareness, Brand Image, Brand Attitude and Brand Loyalty: a Research on University Students. *International Journal of Contemporary Economics and Administrative Sciences*, *2*, 470–494. https://doi.org/10.5281/zenodo.Companies

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*(July 2020), 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

ElAydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *OALib*, *05*(10), 1–5. https://doi.org/10.4236/oalib.1104977

Ellitan, L., Sugiyanto, S. A., & Risdwiyanto, A. (2022). Increasing Repurchase Intention through Experiential Marketing, Service Quality, and Customer Satisfaction. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, *12*(1), 164. https://doi.org/10.30588/jmp.v12i1.1022

Eyada, B. (2020). Brand Activism, the Relation and Impact on Consumer Perception: A Case Study on Nike Advertising. *International Journal of Marketing Studies*, *12*(4), 30. https://doi.org/10.5539/ijms.v12n4p30

Faisal, A., & Ekawanto, I. (2022). The role of Social Media Marketing in increasing Brand Awareness, Brand Image and Purchase Intention. *Indonesian Management and Accounting Research*, *20*(2), 185–208. https://doi.org/10.25105/imar.v20i2.12554

Fata Robbany, I., Gharghi, A., & Traub, K.-P. (2019). Land Use Change Detection and Urban

Sprawl Monitoring in Metropolitan Area of Jakarta (Jabodetabek) from 2001 to 2015. *KnE Engineering*, 8–9. https://doi.org/10.18502/keg.v4i3.5862

Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, *7*(1). https://doi.org/10.1080/23311975.2020.1787733

Flynn, B. J. (2023). *H O W M A N Y P E O P LE U S E TH E I N TE R N E T ? [2 02 3] : 3 5 FA CTS A B O U T I N TE R N E T U S A GE I N A M E R I CA A N D TH E W O R LD*.

GILDIN, S. Z. (2003). Understanding the Power of Word-of-Mouth. *RAM. Revista de Administração Mackenzie*, *4*(1), 92–106. https://doi.org/10.1590/1678-69712003/administracao.v4n1p92-106

Grady, C., Iannantuoni, A., & Winters, M. S. (2021). Influencing the means but not the ends: The role of entertainment-education interventions in development. *World Development*, *138*(February). https://doi.org/10.1016/j.worlddev.2020.105200

Gregory, L. (2022). Nike's Promotional Mix (Marketing Communications Mix) - Panmore Institute. In *Panmore.Com*. https://panmore.com/nike-marketing-communications-mix

Gu, F., Zhao, D., & Zhao, J. (2018). Trendiness and emotion, two key factors for predicting aesthetic preference on automotive interior form design among Chinese consumers. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, *10911 LNCS*, 412–422. https://doi.org/10.1007/978-3-319-92141-9_32

Haeruddin, I. M. (2019). *Turnitin Jbrmr*.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2019). Pls-Sem: Indeed A Silver Bullet. *The Journal Of Marketing Theory And Practice*, *19*(2), 139–152.

Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, *109*(December 2019), 101–110. https://doi.org/10.1016/j.jbusres.2019.11.069

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, *45*(5), 616–632. https://doi.org/10.1007/s11747-017-0517-x

Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.

Hair, J. F., Hult, T., & Ringle, Christian M. Sardest, Marko. Danks, Nicholas P Ray, S. (2022). Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1). https://doi.org/10.1080/10705511.2022.2108813

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Hasaan, A., Biscaia, R., & Ross, S. (2021). Understanding athlete brand life cycle. *Sport in Society*, *24*(2), 181–205. https://doi.org/10.1080/17430437.2019.1624722

Henderson, G. (2020). What is social media marketing. *Retrieved February*, 1–7.

http://static.cnhi.zope.net/stwnewspress/rayjay/NAA Social Marketing Webinar - FollowPPT.pdf

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hii, D., Jing, P., Fang, C. Y., & Tien, C. (2022). Influence of the Level of Entertainment in Live Commerce on Consumers ' Involvement , Brand Awareness, and Purchase Intention. *European Journal of Research and Reflection in Management Sciences*, *10*(1), 47–57.

Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022). Understanding online purchase intention: the mediating role of attitude towards advertising. *Cogent Business and Management*, *9*(1). https://doi.org/10.1080/23311975.2022.2095950

Hossan, D., Aktar, A., Zhang, Q., & Malaysia, P. (2020). A Study on Partial Least Squares Structural Equation Modeling (PLS-SEM) As Emerging Tool in Action Research. *LC International Journal OF STEM* , *1*(4), 130–145. www.lcjstem.com

Howe, S. (2023). *31, 2023 12*.

Hu, T., Zheng, X., & Huang, M. (2020). Absence and Presence of Human Interaction: The Relationship Between Loneliness and Empathy. *Frontiers in Psychology*, *11*(May), 1–11. https://doi.org/10.3389/fpsyg.2020.00768

Huang, C. H. (2021). Using pls-sem model to explore the influencing factors of learning satisfaction in blended learning. *Education Sciences*, *11*(5). https://doi.org/10.3390/educsci11050249

Huang, L. C., Gao, M., & Hsu, P. F. (2019). A study on the effect of brand image on perceived value and repurchase intention in ecotourism industry. *Ekoloji*, *28*(107), 283–287.

Imed Bouchrika. (2023). Primary Research vs Secondary Research: Definitions, Differences, and Examples. *Research.Com*. https://research.com/research/primary-research-vs-secondary-research#secondary

Indonesia_ social media advertising number of users 2018-2027 _ Statista. (n.d.).

Iqbal, S., Martins, J. M., Mata, M. N., Naz, S., Akhtar, S., & Abreu, A. (2021). Linking entrepreneurial orientation with innovation performance in smes; the role of organizational commitment and transformational leadership using smart pls-sem. *Sustainability (Switzerland)*, *13*(8), 1–18. https://doi.org/10.3390/su13084361

Jackson, K. M., Janssen, T., & Gabrielli, J. (2018). Media/Marketing Influences on Adolescent and Young Adult Substance Abuse. *Current Addiction Reports*, *5*(2), 146–157. https://doi.org/10.1007/s40429-018-0199-6

Johansson, F., & Hiltula, M. (2021). The effect of social media marketing activities on brand image and brand loyalty A quantitative study within the sportswear industry. *Digitala Vetenskapliga Arkivet*, 81.

Jolly, E., Tamir, D. I., Burum, B., & Mitchell, J. P. (2019). Wanting without enjoying: the social value of sharing experiences. *PLoS ONE*, *14*(4), 1–23. https://doi.org/10.1371/journal.pone.0215318

Kenton, W. (2019). What is Descriptive Statistics ? *Investopedia*, 1–3.

Khan, I., & Fatma, M. (2023). Understanding the Influence of CPE on Brand Image and Brand Commitment: The Mediating Role of Brand Identification. *Sustainability (Switzerland)*, *15*(3). https://doi.org/10.3390/su15032291

Khan, Z., Yang, Y., Shafi, M., & Yang, R. (2019). Role of social media marketing activities (SMMAs) in apparel brands customer response: A moderated mediation analysis.

Sustainability (Switzerland), *11*(19), 15–17. https://doi.org/10.3390/su11195167

Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing and Management*, *9*(March), 320–329. https://doi.org/10.1016/j.jdmm.2018.03.006

Kircaburun, K., Alhabash, S., Tosuntaş, Ş. B., & Griffiths, M. D. (2020). Uses and Gratifications of Problematic Social Media Use Among University Students: a Simultaneous Examination of the Big Five of Personality Traits, Social Media Platforms, and Social Media Use Motives. *International Journal of Mental Health and Addiction*, *18*(3), 525–547. https://doi.org/10.1007/s11469-018-9940-6

Kuoppamäki, S. M., Taipale, S., & Wilska, T. A. (2017). The use of mobile technology for online shopping and entertainment among older adults in Finland. *Telematics and Informatics*, *34*(4), 110–117. https://doi.org/10.1016/j.tele.2017.01.005

Linkedin Users By Country and Statistics. (2020). In *Apollo Technical*. https://www.apollotechnical.com/linkedin-users-by-country/

Litt, E., Zhao, S., Kraut, R., & Burke, M. (2020). What Are Meaningful Social Interactions in Today's Media Landscape? A Cross-Cultural Survey. *Social Media and Society*, *6*(3). https://doi.org/10.1177/2056305120942888

Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, *8*(8), e10145. https://doi.org/10.1016/j.heliyon.2022.e10145

Masa'deh, R., Al-Haddad, S., Abed, D. Al, Khalil, H., Almomani, L., & Khirfan, T. (2021). The

impact of social media activities on brand equity. *Information (Switzerland)*, *12*(11), 1–17. https://doi.org/10.3390/info12110477

Matang, M., Maftuh, B., Malihah, E., & Hudi, I. (2022). Student Indicator of Social Media Addiction That Lead to Conflict. *Proceedings of the Annual Civic Education Conference (ACEC 2021)*, *636*(Acec 2021), 230–236. https://doi.org/10.2991/assehr.k.220108.042

Matthews, D., Rothenberg, L., & Gopalakrishnan, S. (2019). The impact of mass customization on fashion-innovative students: an assessment of need for uniqueness, self-identity, and perceived performance risk. *International Journal of Fashion Design, Technology and Education*, *12*(3), 293–300. https://doi.org/10.1080/17543266.2019.1601263

Mihardjo, L. W. W., Sasmoko, Alamsjah, F., & Elidjen. (2019). The influence of digital customer experience and electronic word of mouth on brand image and supply chain sustainable performance. *Uncertain Supply Chain Management*, *7*(4), 691–702. https://doi.org/10.5267/j.uscm.2019.4.001

Muhammad, S., & Kabir, S. (2016). *SAMPLE AND SAMPLING DESIGNS Article View project*. *6*(27).

N.A., S. J. R. (2020). Impact of Electronic Word -of- Mouth on Brand Awareness in the Video Game Sector: A Study on Digital Happiness. *International Journal of Trade and Global Markets*, *13*(1), 1. https://doi.org/10.1504/ijtgm.2020.10021566

Nguyen, H. N., & Nguyen, V. C. (2020). Impact of E-WOM on Destination Brand Awareness and Destination Brand Image: The Case of Ly Son Island. *International Journal of Business and Technology Management*, *2*(3), 2682–7646. http://myjms.moe.gov.my/index.php/ijbtm8

Ningrum, K. K., & Roostika, R. (2021). The influence of social media marketing activities on consumer engagement and brand knowledge in the culinary business in Indonesia.

International Journal of Research in Business and Social Science (2147- 4478), *10*(5), 34–45. https://doi.org/10.20525/ijrbs.v10i5.1314

Nordin, M. R., Jamal, S. A., & Anuar, N. A. M. (2022). Impact of Modified Perceived Value on Ecotourists' Satisfaction at National Park: An Empirical Assessment Using PLS-SEM and IPMA. *IOP Conference Series: Earth and Environmental Science*, *1102*(1). https://doi.org/10.1088/1755-1315/1102/1/012059

Osman, Z., Nguyen, H.-A. T., Intaratat, K., Suhandoko, A. D. J., & Serrano, J. (2023). Unveiling the Catalysts of Sustainable Development Practices Adoption: Empirical Insights from Asian Online Distance Learning Higher Institutions. *International Journal of Academic Research in Progressive Education and Development*, *12*(3), 446–462. https://doi.org/10.6007/IJARPED/v12-i3/17896

Pallant, J., Sands, S., & Karpen, I. (2020). Product customization: A profile of consumer demand. *Journal of Retailing and Consumer Services*, *54*(May 2020), 102030. https://doi.org/10.1016/j.jretconser.2019.102030

Pech, M., & Vrchota, J. (2022). The Product Customization Process in Relation to Industry 4.0 and Digitalization. *Processes*, *10*(3). https://doi.org/10.3390/pr10030539

Qureshi, B. V. (2023). *How to Increase Brand awareness with Customized Boxes Shopify Development Store What You Need to Know How Ares Investment Transforms Creators into Innovators The Easiest Ways to Earn Money Online*. 2023.

Renze, M. (2019). *Nominal, Ordinal, Interval, and Ratio Data*.

Rimadias, S., Alvionita, N., & Amelia, A. P. (2021). Using TikTok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia. *The Winners*, *22*(2), 173–182. https://doi.org/10.21512/tw.v22i2.7597

Rohman, M. F., & Sopiah. (2021). The Influence of Brand Awareness and Product Quality on the Repurchase Intention of Teh Botol Sosro Through Trust (A Study on the Residents of Pasuruan Regency). *Advances in Economics, Business and Management Research*, *193*(Bistic), 323–331.

Rrustemi, V., & Baca, G. (2021). the Impact of Social Media Activities on Raising Brand Awareness During the Covid-19 Pandemic: the Case of Fashion Industry in Kosovo. *Management (Croatia)*, *26*(2), 295–310. https://doi.org/10.30924/MJCMI.26.2.17

Ruangkanjanases, Athapol, et al. "Creating Behavioral Engagement among Higher Education's Prospective Students through Social Media Marketing Activities: The Role of Brand Equity as Mediator." *Frontiers*, Frontiers, 30 Aug. 2022, www.frontiersin.org/articles/10.3389/fpsyg.2022.1004573/full.

Samuels, P. (2016). Advice on Exploratory Factor Analysis. *Centre for Academic Success, Birmingham City University*, *June*, 2. http://bcu-test.eprints-hosting.org/6076/

Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, *10*, 2139–2146. https://doi.org/10.5267/j.msl.2020.3.023

Scholar, M. P. D. (2022). *Examining Ethical Leadership and Organizational Commitment using EXAMINING ETHICAL LEADERSHIP AND ORGANIZATIONAL COMMITMENT USING SMARTPLS Shri Lal Bahadur Shastri Rashriya Sanskrit Vidyapeetha Page | 143*. *April*.

Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill Building Approach* (Eighth Edi). John WIley & Sons.

Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on

brand equity and customer response in the airline industry. *Journal of Air Transport Management*, *66*(September 2017), 36–41. https://doi.org/10.1016/j.jairtraman.2017.09.014

Shen, Y., & Ahmad, R. (2022). The Influence of Brand Image and Favorability Toward Citizens in a Product's Country of Origin on Product Evaluation: Moderating Effects of Switching Costs. *Frontiers in Psychology*, *13*(March). https://doi.org/10.3389/fpsyg.2022.740269

statista. (2022). Nike's advertising and promotion costs from the financial years of 2014 to 2022. *Statista*, *2023*. https://www.statista.com/statistics/685734/nike-ad-spend/#:~:text=As one of the largest and most recognizable,Nike is the world%27s leading athletic apparel brand.

Statista. (2023). YouTube users by country 2023 | Statista. In *Statista*. https://www.statista.com/statistics/280685/number-of-monthly-unique-youtube-users/

Sternad Zabukovšek, S., Bobek, S., Zabukovšek, U., Kalinić, Z., & Tominc, P. (2022). Enhancing PLS-SEM-Enabled Research with ANN and IPMA: Research Study of Enterprise Resource Planning (ERP) Systems' Acceptance Based on the Technology Acceptance Model (TAM). *Mathematics*, *10*(9). https://doi.org/10.3390/math10091379

Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif R&D*. Alfabeta.

Taherdoost, H. (2022). Designing a Questionnaire for a Research Paper: A Comprehensive Guide to Design and Develop an Effective Questionnaire. *Asian Journal of Managerial Science*, *11*(1), 8–16. https://doi.org/10.51983/ajms-2022.11.1.3087

"Tentang Top Brand Award." Tentang Top Brand Award - Penghargaan Merek Bergengsi Indonesia, www.topbrand-award.com/tentang-top-brand-award#:~:text=Memiliki%20lebih%20dari%20500%20kategori,Fase%201%20dan%20Fase%202. Accessed 11 Dec. 2023.

the Factors Influencing Purchase Intention and Repurchase Intention of the Cosmetic Product in

the Online Channel and the Offline Channel in Thailand Ilada Issarapol a Thematic Paper Submitted in Partial Fulfillment of the Requirements for the Degree of M. (2019).

Thompson, G., & Manning, R. C. (1974). The world bank in Indonesia. *Bulletin of Indonesian Economic Studies*, *10*(2), 56–82. https://doi.org/10.1080/00074917412331332479

Tiktok, E. (2023). *TIKTOK USERS , STATS , DATA. September 2021*.

Tong, M. (2022). Customers' craft beer repurchase intention: the mediating role of customer satisfaction. *International Journal of Food Properties*, *25*(1), 845–856. https://doi.org/10.1080/10942912.2022.2066122

Trial, S. F. (2023). How Effective is Nike's Social Media Strategy? Brand24. *Report*, 1–24. https://brand24.com/blog/nike-social-media-strategy/

Vazifehdoost, H., & Negahdari, A. (2018). Relationships of Brand Awareness, Brand Association and Perceived Quality with Brand Loyalty and Repurchase Intention. *International Journal of Case Studies*, *7*(2018–01), 45–51. http://www.casestudiesjournal.com

Verdilla, V., & Albari, A. (2018). Dampak Dimensi Ekuitas Merek Dalam Membentuk Minat Beli Ulang. *Jurnal Manajemen Maranatha*, *17*(2), 81. https://doi.org/10.28932/jmm.v17i2.802

Wang, Y., Ahmed, S. C., Deng, S., & Wang, H. (2019). Success of social media marketing efforts in retaining sustainable online consumers: An empirical analysis on the online fashion retail market. *Sustainability (Switzerland)*, *11*(13). https://doi.org/10.3390/su11133596Wibowo, Ardy, et al. "Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience." *MDPI*, Multidisciplinary Digital Publishing Institute, 28 Dec. 2020, www.mdpi.com/2071-1050/13/1/189.

Wirga, I. W., Dewi, N. I. K., Pasek, I. K., Saputra, U. W. E., & Dananjaya, I. B. (2022). The Effect of Entertainment, Interaction, Customization, Trendiness, and Ewom (Electronic Word Of Mouth) Againts Brand Image in The Digital Bussiness Study Program of Bali State Polytechnic. *Proceedings of the International Conference on Applied Science and Technology on Social Science 2022 (ICAST-SS 2022)*, 35–42. https://doi.org/10.2991/978-2-494069-83-1_7

Yang, Q., Hayat, N., Mamun, A. Al, Makhbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. *PLoS ONE*, *17*(3 March), 1–23. https://doi.org/10.1371/journal.pone.0264899

"YouTube, Twitch, Twitter, & Instagram Statistics - Socialblade.Com." Social Blade - Analytics Made Easy, socialblade.com/. Accessed 11 Dec. 2023.

Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. *Journal of Product and Brand Management*, *27*(4), 440–451. https://doi.org/10.1108/JPBM-01-2017-1396

Zhang, J., Wang, Y., Zhao, Y., & Cai, X. (2018). Applications of inferential statistical methods in library and information science. *Data and Information Management*, *2*(2), 103–120. https://doi.org/10.2478/dim-2018-0007

Zinko, R., Patrick, A., Furner, C. P., Gaines, S., Kim, M. D., Negri, M., Orellana, E., Torres, S., & Villarreal, C. (2021). Responding to negative electronic word of mouth to improve purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(6), 1945–1959. https://doi.org/10.3390/jtaer16060109