

Reference:

- 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>
- Ahmed, N., Farooq, O., & Iqbal, J. (2014). Credibility of Celebrity Endorsement and Buying Intentions an Evidence from Students of Islamabad, Pakistan. *International Letters of Social and Humanistic Sciences*, 20(December), 1–13. <https://doi.org/10.18052/www.scipress.com/ilshs.20.1>
- Ahmed, S., Kumar, V., & Gupta, S. (2021). The impact of social media marketing on brand image. *Journal of Marketing Research*, 58(1), 1–20.
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Akuntansi, J., Keuangan, D., Manajemen, ;, Mandagi, D. W., Pasuhuk, W. S., & Kainde, S. J. R. (2024). The Combined Effect of Brand Gestalt, Brand Awareness, and Brand Image on Ecotourism WOM Intention. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, 5(3), 161–175. <https://doi.org/10.35912/JAKMAN.V5I3.3147>
- Al., O. B. Et. (2021). Effects of Social Media Marketing Activities Toward Purchase Intention Healthy Food in Indonesia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 6815–6822. <https://doi.org/10.17762/turcomat.v12i10.5548>

- Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2024). Social media marketing and brand loyalty: exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/SJME-08-2023-0219/FULL/PDF> X
- 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>
- Anwer, K. J., & Anwer, K. J. (2024). *Perspective Chapter: Understanding Brand Awareness Dynamics*. <https://doi.org/10.5772/INTECHOPEN.113985>
- Arora, A., Sinha, A., & Ranjan, J. (2020). Influence of Word of Mouth on Consumer Behavior in the Digital Era. *Journal of Business Research*, 113, 158–168. X
- Athapaththu, J. C., & Kulathunga, D. (2018). Factors Affecting Online Purchase Intention: Effects of Technology and Social Commerce. *International Business Research*, 11(10), 111. <https://doi.org/10.5539/ibr.v11n10p111>
- Bennett, R., & Rundle-Thiele, S. (2020). The Role of Customization in Enhancing Customer Experience and Satisfaction. *Journal of Marketing Management*, 36(9–10), 837–855 X.
- BİLGİN, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1). <https://doi.org/10.15295/v6i1.229>
- Bushara, M. A. ;, Abdou, A. H. ;, Hassan, T. H. ;, Sobaih, A. E. E. ;, Albohnayh, A. S. M. ;, Wang, C.-C., Bushara, M. A., Abdou, A. H., Hassan, T. H., Elnasr, A., Sobaih,

- E., Saleh, A., Albohnayh, 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* 2023, Vol. 15, Page 5331, 15(6), 5331. <https://doi.org/10.3390/SU15065331>
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Salehuddin Sharipudin, M. N. (2021). The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions. *Journal of Retailing and Consumer Services*, 61, 102574. <https://doi.org/10.1016/J.JRETCONSER.2021.102574>
- Chinelato, F. B., Gonçalves Filho, C., & Randt, D. F. (2023). Why is sharing not enough for brands in video ads? A study about commercial video ads' value drivers. *Spanish Journal of Marketing - ESIC*, 27(3), 407–426. <https://doi.org/10.1108/SJME-10-2022-0214>
- Chinomona, R., & Dubihlela, J. (2020). The Impact of Customer Satisfaction on Repurchase Intention in the South African Retail Market. *Journal of Retailing and Consumer Services*, 54, 102031.
- Choi, L., & Burnham, T. (2020). Brand reputation and customer voluntary sharing behavior: the intervening roles of self-expressive brand perceptions and status seeking. *Journal of Product and Brand Management*, 30(4), 565–578. <https://doi.org/10.1108/JPBM-12-2019-2670/FULL/PDF> X
- 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, 128621. <https://doi.org/10.1016/J.PHYSA.2023.128621>
- Creswell, J. W., & Creswell, D. J. (2021). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO3.0585>
- Davies, C. (2020). A Quick Guide to Quantitative Research in the Social Sciences. *Cognitive Translation Studies - Theoretical Models and Methodological Criticism*, 19, 1–28.
- De Oliveira Santini, F.; Ladeira, W. J.; Pinto, D. C.; Herter, M. M.; Sampaio, C. H.; Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-020-00731-5>. X
- Dholakia, U. M., & Dholakia, R. R. (2020). Customer Participation and Customization: Implications for Digital Marketing. *Journal of Business Research*, 116, 400–407. X
- Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60, 102501. <https://doi.org/10.1016/J.JRETCONSER.2021.102501>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*,

19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>

Ehrenberg, A., & Goodhardt, G. (2001). New brands: Near-instant loyalty. *Journal of Targeting, Measurement and Analysis for Marketing*, 10(1), 9–16. <https://doi.org/10.1057/palgrave.jt.5740029>

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), p30. <https://doi.org/10.5539/IJMS.V12N4P30>

Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2022). Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. *Information Systems Frontiers* 2022 25:2, 25(2), 795–817. <https://doi.org/10.1007/S10796-022-10264-7>

Gao, Y., & Liu, H. (2023). Artificial intelligence-enabled personalization in interactive marketing: a customer journey perspective. *Journal of Research in Interactive Marketing*, 17(5), 663–680. <https://doi.org/10.1108/JRIM-01-2022-0023/FULL/PDF> X

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/J.JBUSRES.2016.04.181>

Gong, X., Wang, C., Yan, Y., Liu, M., & Ali, R. (2020). What Drives Sustainable Brand Awareness: Exploring the Cognitive Symmetry between Brand Strategy and Consumer Brand Knowledge. *Symmetry* 2020, Vol. 12, Page 198, 12(2), 198. <https://doi.org/10.3390/SYM12020198>

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). Partial Least Squares Structural Equation Modeling (Pls-Sem) Third Edition. *SAGE Publications*, 1–363.
- 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/FULL/XML>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, *2*(2), 100102. <https://doi.org/10.1016/J.IJIMEI.2022.100102>
- 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. *Social Marketing Webinar*. X
- 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.
- Hoang, L. N., & Tung, L. T. (2023). Electronic word of mouth, brand image and young customers' online purchase intention during the COVID-19 pandemic. *Journal of Advances in Management Research*, *20*(5), 883–895. <https://doi.org/10.1108/JAMR-02-2023-0059/FULL/XML> X
- 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.

- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299/FULL/PDF>
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Jebb, A. T., Ng, V., & Tay, L. (2021). A Review of Key Likert Scale Development Advances: 1995–2019. *Frontiers in Psychology*, 12, 637547. <https://doi.org/10.3389/FPSYG.2021.637547/BIBTEX>
- 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.
- Karimi, S., & Naghibi, H. S. (2015). Social Media Marketing (Smm) Strategies for Small To Medium Enterprises (Smes). *International Journal of Information, Business and Management*, 7(4), 86–98.
- Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion*

- Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/J.JBUSRES.2011.10.014>
- Kim, H.; Choi, B. (2021). The role of customer engagement in the repurchase intention of online customers: The case of online shopping malls. *Electronic Commerce Research and Applications.*, 46, 101042. <https://doi.org/10.1016/j.elerap.2021.101042>. X
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26. <https://doi.org/10.5430/ijhe.v6n5p26>
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310. <https://doi.org/10.1177/1094670510375602>
- Ladhari, R., Gonthier, J., & Lajante, M. (2019). Generation Y and online fashion shopping: Orientations and profiles. *Journal of Retailing and Consumer Services*, 48, 113–121. <https://doi.org/10.1016/J.JRETCONSER.2019.02.003>
- Lestari, R. B., Sulastri, , Shihab, M. S., & Andriana, I. (2024). Social Media Marketing and Its Impact on SMEs' Business Performance. *KnE Social Sciences*, 2024, 503–515. <https://doi.org/10.18502/kss.v9i14.16121>
- Ligaraba, N., Cheng, J., Ndungwane, N. F., & Nyagadza, B. (2024). Brand authenticity influence on young adults' luxury sneakers brand preference: the mediating role of

- brand image. *Future Business Journal* 2024 10:1, 10(1), 1–14.
<https://doi.org/10.1186/S43093-024-00312-W>
- Mahaputra, M. R., & Saputra, F. (2021). Relationship Word of Mouth , Advertising and Product Quality To Brand Awareness. *Dinasti International Journal of Digital Business Management*, 2(6), 1099–1108.
- 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). <https://doi.org/10.1016/J.HELIYON.2022.E10145>
- Mark Saunders, P. L., & Thornhill, A. (2019). Research Methods for Business Students. In *Synthese* (Vol. 195, Issue 5).
- 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>
- Muhammad, S., & Kabir, S. (2016). *SAMPLE AND SAMPLING DESIGNS Article View project*. 6(27).
- Nawanir, G., Binalialhaji, M., Teong Lim, K., & Hanafiah Ahmad, M. (2019). Becoming Lean: The Way towards Sustainability of Higher Educations Institutions. *KnE Social Sciences*, 2019(2019), 603–626. <https://doi.org/10.18502/kss.v3i22.5078>
- Roemer, E., Schuberth, F., & Henseler, J. (2021). HTMT2—an improved criterion for assessing discriminant validity in structural equation modeling. *Industrial Management and Data Systems*, 121(12), 2637–2650.

<https://doi.org/10.1108/IMDS-02-2021-008>

- Pramono, R., Sondakh, L. W., Bernarto, I., Juliana, J., & Purwanto, A. (2021). Determinants of the Small and Medium Enterprises Progress: A Case Study of SME Entrepreneurs in Manado, Indonesia. *Journal of Asian Finance, Economics and Business*, 8(1), 881–889. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO1.881>
- Priyanath, H. M. S., RVSPK, R., & RGN, M. (2020). Methods and Rule-of-Thumbs in The Determination of Minimum Sample Size When Applying Structural Equation Modelling: A Review. *Journal of Social Science Research*, 15(March), 102–107. <https://doi.org/10.24297/jsr.v15i.8670>
- 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>
- Popp, B., & Woratschek, H. (2017). Consumer-brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, 24(3), 250–270. <https://doi.org/10.1057/s41262-017-0033-9>
- Qin, Y. S. (2020). Fostering brand–consumer interactions in social media: the role of social media uses and gratifications. *Journal of Research in Interactive Marketing*, 14(3), 337–354. <https://doi.org/10.1108/JRIM-08-2019-0138/FULL/PDF>
- Qonitah, U., & Nuraeni, S. (2020). Analysis of Tie Strength and Purchase Decision Involvement towards Word-of-Mouth Influence in Service Business. *KnE Social Sciences*, 4(6), 1064-1079–1064–1079. <https://doi.org/10.18502/KSS.V4I6.6663>
- Rahman, M. M. (2023). Sample Size Determination for Survey Research and Non-

Probability Sampling Techniques: A Review and Set of Recommendations. *Journal of Entrepreneurship, Business and Economics*, 11(1), 42–62.

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>

Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>

Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, 43(3), 276–292. <https://doi.org/10.1108/IJRDM-02-2014-0024/FULL/XML>

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, 36–41. <https://doi.org/10.1016/J.JAIRTRAMAN.2017.09.014>

Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. *Journal of Accounting & Marketing*, 06(01), 34–38. <https://doi.org/10.4172/2168-9601.1000223>

Shareef, M. A. (2017). *Social Media Marketing : Comparative Effect of Advertisement Sources Emerging Markets Research Centre (EMaRC)*.

- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2021). Social media marketing: Comparative effect of advertisement sources. In *Journal of Retailing and Consumer Services*, (Vol. 58).
- Sharma, S.; Singh, G.; Srivastava, M. (2020). The impact of service quality and perceived value on repurchase intention: Mediating role of trust and customer satisfaction. *Journal of Retailing and Consumer Services*, 52, 101894. <https://doi.org/10.1016/j.jretconser.2019.101894>.
- Sugiyono. (2019). *Metode penelitian kuantitatif kualitatif dan R dan D / Sugiyono / Perpustakaan Universitas Islam Negeri Sultan Syarif Kasim Riau*. <https://inlislite.uin-suska.ac.id/opac/detail-opac?id=27688>
- Thomas, D. (2023). Quantitative Research Designs. *Quantitative Research Designs*, May, 112–134. <https://doi.org/10.1002/9780470699270.ch7>
- Uma Sekaran. (2019). *Research Method For Business: A Skill Building Approach 8th Edition*. In *John Wiley & Sons Inc*.
- Wang, X., Yu, X., Feng, F., & Song, P. (2023). Impact of product customization level on consumer's word-of-mouth behaviors and contents: a field study. *Information Technology and People*, 36(7), 2914–2940. <https://doi.org/10.1108/ITP-06-2021-0482/FULL/XML>
- Wijaya, O. Y. A., Sulistiyani, Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231–238.

<https://doi.org/10.5267/j.ijdns.2021.6.011>

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) Againsts 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

Wu, I.-L.; Li, J.-Y. (2021). A hybrid social media and consumer learning-based model for new product purchase intention. *Journal of Business Research.*, 130, 400–410.

<https://doi.org/10.1016/j.jbusres.2020.05.036>

Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882–3905.

<https://doi.org/10.1108/BIJ-05-2017-0092/FULL/XML>

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>

David A. Aaker Building Strong Brands.

Duncan 2024: <https://www.marketingtechnews.net/news/brands-spent-930bn-on-social-media-advertising-since-2017>

Media Rader: <https://advertisers.mediaradar.com/fila-online-advertising-profile#MediaSpend>

REFERENCE FIGURE

1.1: <https://datareportal.com/reports/digital-2023-global-overview-report>

1.2: <https://www.marketingtechnews.net/news/brands-spent-930bn-on-social->

media advertising-since-2017/)

1.3: <https://www.meltwater.com/en/blog/social-media-statistics-indonesia>

1.4: <https://www.comparably.com/companies/fila/competitors>

1.5: <https://www.filaholdings.com/en/invest/finance.asp>

1.6: <https://companiesmarketcap.com/eur/fila/earnings/>

