International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect Of Electronic Word Of Mouth And Customer Engagement On Purchase Intention Of Nike Products Using The Tiktok Brand Equity Application As A Moderator

Muhammad Rafi Padantya[1] ,Agus Abdurrahman Drs. M.M.[2]

[1,2]*Department of Magister Management, Faculty of Business and Economics,University of IslamIndonesia, Yogyakarta, Indonesia.*

Abstract

Companies are now competing in determining effective and efficient marketing strategies. Companies are required to keep up to date in marketing their products through various digital social media platforms which are currently mostly and are being used by companies to carry out product buying and selling activities. This study aims to analyze the effect of Electronic Word of Mouth and Customer Engagement on Purchase Intention of Nike Brand Equity Products as a Moderator. This study uses TikTok social media as a medium for marketing Nike products. This research was conducted using google forms and questionnaires distributed online. The research also requires 201 respondents, this research uses quantitative methods with data processing using PLS-SEM (smartpls). The results of this research test show that E-WoM has a positive effect on Brand Equity, E-WoM does not have a positive effect on Purchase Intention, Customer Engagement has a positive effect on Brand Equity, Customer Engagement has a positive effect on Purchase Intention, and Brand Equity has a positive effect on Purchase Intention.

Keywords: Ewom, Customer Engagement; Brand Equity; Purchase Intention; Social Media; Tiktok; Nike.

INTRODUCTION

The development of technology starts from simple processes that are passed in everyday life with a level of satisfaction as individuals and social beings. Technology continues to develop from time to time, starting from the era of agricultural technology, information technology, and communication technology K.-H. Huarng (Huarng, 2021) et

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

al. (2021). According to Dhananjay Bapat. (2022), internet marketing is a tool used to achieve marketing objectives through the use of digital or online technology to communicate indirectly with consumers.

According to (Angela Madan and Mihai Ioan Rosca, 2021) Marketing communication takes an important part in the current marketing era. In the era of modern technology, and globalization, marketing communication introduces new tools, new trends and new opportunities. Marketing communication connects the company with its market. The company's targets must be adapted to "social, cultural and technological changes" to trigger the sales process in which consumers perceive offers, products, services, companies or people.

Social media marketing utilizes social media applications as a solution to fulfill traditional marketing. Marketing activities through online applications allow collaboration among users and can utilize web-based, mobile technology to create interactions as a medium where users and group members discuss, share, and create user-generated content (Mohd Irwan Dahnil et al., 2014).

The growth of social media can change people's behavior, perceptions, and attitudes and the growth of online social technology encourages people to become digitally friendly, changing user behavior from passive to active, non-participatory to participatory, and enabling previously unknown or untapped users. Therefore, social media affects almost everyone be it individuals, businesses, and communities, and provides equal opportunities to share thoughts, opinions, and information. Social media provides a digital platform for people around the world. It creates awareness for people to participate and share information online. Due to globalization and the advancement of digital technology. (Agus Purwanto, Khaerul Fahmi, Yoyok Cahyono, 2023).

LITERATURE REVIEW

Electronic word-of-mouth (E-WOM)

According to (Stephen W. Litvina, Ronald E. Goldsmithb, Bing Pana, 2008) E-WOM is a form of non-formal communication aimed at consumers through internet-based technology related to the characteristics or use of certain goods and services. With this online social communication, it will easily be able to help consumers share experiences about the products or services they get in the purchasing process.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Customer Engagement

Customer engagement itself is a term where the organization (business) and consumers form an interactive experience. Consumer engagement on social media can be assumed as a way of motivating consumers to participate in content uploaded on social media such as commenting, viewing, or even sharing it with others. Interest in repurchasing a product indicates a person's desire to make another purchase from the same company based on the person's experience. But the desire to repurchase can also be obtained from the experiences of people around, not just from people who have experience interacting with the brand. (Sakti Edi Saputra and Imroatul Khasanah).

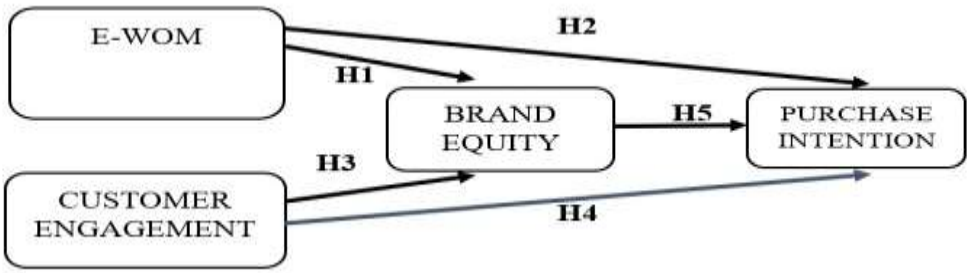
Brand Equity

Brand equity is the difference in consumer choice between major branded products and unbranded products with the same level of product features. Brand equity can be defined from both a consumer and firm perspective. Brand equity provides value to companies by increasing the effectiveness of marketing programs. The components of brand equity enable companies to develop a competitive advantage over other competitors. (Mersid Poturak dan Sumeja Softic, 2019).

Purchase Intention

Purchase Interest is a plan made by consumers to meet their needs, including how many goods consumers need in taking action to meet consumer needs. Transaction interest or purchase interest is a consumer desire that arises after receiving a stimulus from the product he sees, after which an interest arises to buy in order to own the product he sees. (Mersid Poturak dan Sumeja Softic, 2019).

Research Framework



Source: Adapted (Mersid Poturak, 2019)

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

METHOD

This research uses primary data which is data obtained from original sources or respondents during the research. This research uses data collection techniques with a quantitative approach, namely distributing questionnaires randomly online with the Google form which was then distributed to the researcher's social media. The sampling technique in this research is convenience sampling which is a collection of information from various sources in the population who are willing to provide that information. This research uses several variables studied, including two independent variables, namely E-WOM and Customer Engagement; one variable mediating brand equity; and one dependent variable namely purchase intention. The overall measurement of this variable uses seven Likert scale. The Likert scale is used to measure respondents' answers regarding the respondents' attitudes, opinions or perceptions. This research uses Smart PLS to process the data obtained.

RESULT

Statistik Analysis

Outer Model Test

This research was measured by testing the validity and reliability of each variable, namely social E-WOM, customer engagement, brand equity, and purchase intention. The validity and reliability testing process for all these variables was processed using SmartPLS with 201 respondents.

Convergen Validity Test

Tabel 1. Outer Loading

	Brand Equity	Customer Engagement	EWOM	Purchase Intention
BE1	0,827			
BE2	0,829			
BE3	0,868			
BE4	0,796			
BE5	0,868			
CE1		0,833		
CE2		0,889		
CE3		0,752		
CE4		0,844		

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	Brand Equity	Customer Engagement	EWOM	Purchase Intention
CE5		0,670		
EWOM2			0,722	
EWOM3			0,762	
EWOM4			0,709	
EWOM5			0,772	
PI1				0,880
PI2				0,845
PI3				0,941
PI4				0,780
PI5				0,920
EWOM1			0,690	

Source: data processing (2024)

It can be concluded from table 4.10 that all indicators have met the criteria above the criteria (>0.50) exceeding the minimum limit. Soit can be explained that all indicators have a good loading factor value. Based on these results, it can be continued to the next test:

Tabel 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Equity	0,702
Customer Engagement	0,642
EWOM	0,535
Purchase Intention	0,766

Source: data processing (2024)

It is found that the average variance extracted (AVE) value of variables on all variables (>0.50). As for the discriminant validity test, it is carried out by analyzing the value of all variable indicators. A variable can be said to be discriminantly valid if its value is more than the criterion (>0.50).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Diskriminant Validity Test

Tabel 3 Diskriminant Validity Test

	Brand Equity	Customer Engagement	EWOM	Purchase Intention
Brand Equity	0,838			
Customer Engagement	0,883	0,801		
EWOM	0,413	0,369	0,732	
Purchase Intention	0,825	0,813	0,353	0,875

Source: data processing (2024)

In Table 3, the results of discriminant validity can be analyzed that the results of each indicator of the majority variable have a greater value than the variable below it. For example, the value of the customer engagement variable indicator (0.801) is greater than the value of the EWOM variable indicator which is exactly in the bottom row (0.369). Likewise, the EWOM variable indicator (0.732) is greater than the purchase intention value (0.353). The results of the discriminant validity test can thus be seen that this research variable can be said to be a discriminant valid variable that has good results.

Reliability Test

A variable is considered reliable if it has a Cronbach's alpha value and a composite reliability value of more than 0.40 (Noor, 2017). In table 4.13, it is found that the Cronbach's alpha value of each variable can be considered reliable because each variable has met. As is the case with brand equity (0.894) and Purchase Intention (0.922).

Tabel 4. Cronbach,s Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Brand Equity	0,894	0,922
Customer Engagement	0,857	0,899
EWOM	0,788	0,852
Purchase Intention	0,922	0,942

Source: data processing (2024)

Based on the data in table 4 above, it can be concluded that all the variables in this study have Cronbach alpha and composite reliability values > 0.70, therefore it can

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

be stated that these variables are valid and reliable so they can be continued with further testing.

Inner Model Test

Colinearity Test

The collinearity test is one approach to conducting a structural model test, which tests the relationship between latent variables. In the context of PLS-SEM, a tolerance value of 0.20 or lower than a VIF value of 5. Anything higher than each indicates a potential collinearity problem. When the level of collinearity is high or the VIF value is 5 or more, it is a consideration to remove one of the variables contained in the indicator (F. Hair Jr et al., 2014). As in this study, for example, the relationship between brand equity and customer engagement variables has a value of 1.158; purchase intention and EWOM have a value of 1.206. More detailed results are explained in table 5:

Tabel 5. Colinearity Test

	Brand Equity	Customer Engagement	EWOM	Purchase Intention
Brand Equity				4,737
Customer Engagement	**1,158**			4,549
EWOM	**1,158**			**1,206**
Purchase Intention				

Source: data processing (2024)

R Square Test

R-square is a measure most commonly used to evaluate and test how well exogenous variables describe endogenous variables. This coefficient is a form of model predictive power measure and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent combined effect of variables on endogenous latent variables. Table 4.15 shows the R^2 results of each variable as follows:

Tabel 6. R square Test

	R Square	R Square Adjusted
Brand Equity	0,789	0,786
Purchase Intention	0,713	0,708

Source: data processing (2024)

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

It can be seen from table 4.15 that brand equity is described by its antecedent variable by 78.6%, which means that there is still an influence of 21.4% of other variables outside the brand equity variable. The purchase intention is described by its antecedent variable of 70.8% and there are still 29.2% left for other variables outside the purchase intention variable.

Q Square Test

Q-Square is an indicator of a structural model that comes out of an accurate data sample, which is not used in model estimation (Hair et al., 2016). In the structural model, the Q-square value must be greater than zero ($Q^2>0$) for a certain reflection of endogenous latent variables which indicates the prediction of the relevance path model for a particular dependent construct (Hair et al., 2016). The following Q-square results can be seen in table 7 below:

Tabel 7. Q Square Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Equity	760,000	344,370	0,547
Customer Engagement	760,000	760,000	
EWOM	760,000	760,000	
Purchase Intention	760,000	354,738	0,533

Source: data processing (2024)

It can be seen in table 4.16 that the brand equity variable has a Q-square value of 0.574; and purchase intention 0.533. As for the customer engagement and EWOM variables, the value is 0. Even though the two variables are 0, these results are normal because the two variables are independent variables.

Path Coefficient Test

The path coefficient is a step to test the hypothesis results, with the SmartPLS application using the bootstrapping technique. Based on the results of bootstrapping in table 4.17, it shows that all hypotheses are supported, except H2 which is not supported. This is because it is in line with the principle of Hair et al. (2016), which states that the value of T-statistics must be more than 1.96; and the value of the P-value must be less

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

than 0.05. It can be concluded that all hypotheses are supported, except H2. The following table 4.17 is a breakdown of the results of the path coefficient test:

Tabel 8. Path Coefficient test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Kesimpulan
EWOM -> Brand Equity	0,101	0,103	0,047	2,153	**0,032**	**H1 Diterima**
EWOM -> Purchase Intention	0,012	0,015	0,054	0,227	**0,821**	**H2 Ditolak**
Customer Engagement -> Brand Equity	0,846	0,847	0,028	29,829	**0,000**	**H3 Diterima**
Customer Engagement -> Purchase Intention	0,385	0,386	0,146	2,641	**0,009**	**H4 Diterima**
Brand Equity -> Purchase Intention	0,480	0,481	0,154	3,110	**0,002**	**H5 Diterima**

Source: data processing (2024)

The Influence of Electronic Word of Mouth (E-WOM) Variables on Brand Equity

The research that has been done above shows that the results of hypothesis testing between Electronic Word of Mouth (E-WOM) on Brand Equity are supportive, which means that hypothesis 1 can be accepted. These results also indicate that Electronic Word of Mouth (E-WOM) can affect Brand Equity. The results of this study are in line with previous research conducted by (Mersid Poturak, 2019) which states that Electronic Word of Mouth (E-WOM) has a significant effect on Brand Equity. It can be

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

concluded that Electronic Word of Mouth (E-WoM) has a strong positive influence on Brand Equity. This statement can be justified and proven that several previous studies also have the same results as this study. This also indicates that the marketing activities carried out at Tiktok Nike are able to get TikTok users to show brand views on TikTok social media.

The Influence of Electronic Word of Mouth (E-WOM) Variables on Purchase Intention

The results of the research that has been done above can be seen that Electronic Word of Mouth (E-WoM) does not have a significant effect on Purchase Intention. However, indirectly Electronic Word of Mouth (E-WoM) can influence purchase intention if it can manage Brand Equity well. This means that Brand Equity fully mediates between Electronic Word of Mouth (E-WoM) and Purchase Intention. The results of this study are not in line with research conducted by (Mersid Poturak, 2019) which explains that Electronic Word of Mouth (E-WoM) has a positive and significant effect on Purchase Intention. Although the relationship between these two variables is not in line, this study can prove that the mediating variable in this study can fully and significantly mediate between Electronic Word of Mouth (E-WoM) and Purchase Intention**.**

The Influence of Customer Engagement Variables on Brand Equity

The research that has been done above shows that the results of hypothesis testing between Customer Engagement on Brand Equity are supportive, which means that hypothesis 3 can be accepted. These results also indicate that Customer Engagement can affect Brand Equity. The results of this study are in line with previous research conducted by (Jungwon Lee & Cheol Park, 2022) which states that Customer Engagement has a significant effect on Brand Equity. It can be concluded that Customer Engagement has a strong positive influence on Brand Equity. This statement can be justified and proven that several previous studies also have the same results as this study. The findings in all the hypotheses of this study underscore the importance of active and continuous interaction between Nike and its consumers in Indonesia. By increasing customer engagement through various digital marketing channels, sporting events, and local collaborations, Nike can strengthen its brand equity. In addition, high brand recognition among Indonesian consumers can increase customer loyalty and encourage repeat purchases.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Influence of Customer Engagement Variables on Purchase Intention

The research that has been done above shows that the results of hypothesis testing between Customer Engagement on Purchase Intention are supportive, which means that hypothesis 4 can be accepted. These results also indicate that Customer Engagement can affect Purchase Intention. The results of this study are in line with previous research conducted by (Catherine Prenticea, Xiao Yun Hanb, Lian-Lian Huab, Lin Hub, 2018) which states that Customer Engagement has a significant effect on Purchase Intention. It can be concluded that Customer Engagement has a strong positive influence on Purchase Intention. This statement can be justified and proven that several previous studies also have the same results as this study. The findings in all hypotheses of this study underscore the importance of active and continuous interaction between Nike and its consumers in Indonesia. By increasing customer engagement through various digital marketing channels, sporting events, and local collaborations, Nike can increase the purchase intention of its consumers. Thus, Nike must continue to innovate its engagement strategy to maintain and improve its position in the competitive Indonesian market.

The Influence of Brand Equity Variables on Purchase Intention

The research that has been done above shows that the results of hypothesis testing between Brand Equity on Purchase Intention are supportive, which means that hypothesis 1 can be accepted. These results also indicate that Brand Equity can affect Purchase Intention. The results of this study are in line with previous research conducted by. (Mersid Poturak and Sumeja Softic, 2019) which states that Brand Equity has a significant effect on Purchase Intention. It can be concluded that Brand Equity has a strong positive influence on Purchase Intention. This statement can be justified and proven that several previous studies also have the same results as this study. It also shows that strong Brand Equity will provide trust and satisfaction to consumers, which is very important in a competitive market like Indonesia. Thus, Nike must continue to innovate its engagement strategy and maintain and improve its Brand Equity to maintain and improve its position in the competitive Indonesian market.

CONCLUSION

1. Ewom has a positive effect on Brand Equity which indicates that Ewom has a large and significant influence on the Brand Equity of the brand.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

2. Ewom has a negative effect on Purchase Intention which indicates that Ewom does not have a large and significant influence on the brand.
3. Customer Engagement has a positive effect on Brand Equity which shows that Customer Engagement has a large and significant influence on the brand.
4. Customer Engagement has a positive effect on Purchase Intention which shows that Customer Engagement has a large and significant influence on the brand.
5. Brand Equity has a positive effect on Purchase Intention which shows that Brand Equity has a large and significant influence on the brand.

REFERENCE

Agus Purwanto, K. F. (2023). The Benefits of Using Social Media in the. JOURNAL OF INFORMATION SYSTEMS AND MANAGEMENT, 2(2), 1-7.

Bahri. (2018). Metodologi Penelitian Bisnis Lengkap dengan teknik Pengolahan Data.

Bahri, S. (2018). Metodologi Penelitian Bisnis Lengkap dengan teknik Pengolahan Data.

Brodie, R. & Hollebeek, L.D., Ilic, A. & Juric, B. (2011). CUSTOMER ENGAGEMENT: CONCEPTUAL DOMAIN, FUNDAMENTAL PROPOSITIONS & IMPLICATIONS FOR RESEARCH. Journal of Service Research, 14(3), 252-271.

Bruno Godey a, A. M. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of Business Research, 5833–5841.

Bryman. (2001). Social Research Method.

Catherine Prenticea, X. Y.-L. (2018, December 27). The influence of identity-driven customer engagement on purchase intention. Journal of Retailing and Consumer Servic, 339-347.

Danuri, M. (2019). PERKEMBANGAN DAN TRANSFORMASI. INFOKAM, 116-123.

Danuri, M. (2019, September). PERKEMBANGAN DAN TRANSFORMASI. INFOKAM, 116-123.

Dean, B. (2023, December 19). Social Network Usage & Growth Statistics: How Many People Use Social Media in 2024? Retrieved from https://backlinko.com/: https://backlinko.com/social-media-users

Dewia, M. G. (2022). The effect of social media marketing on purchase intention in fashion industry. International Journal of Data and Network Science, 355-362.

F. Hair Jr, J. e. (2014). “Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research,”. European Business Review, 26(2), 106-121.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Gaikwad, G. G. (2023). A systematic literature review:. Journal of Indian Business, 15(1), 1755-4195.

Ghozali, I. (2014). Structural Equation Modeling, Metode Alternatif dengan PArtial Least Square (PLS). (4th ed.). Badan Penerbit Universitas Diponegoro Semarang .

Ghozali, I. (2014). Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS). (4th ed.). Badan Penerbit Universitas Diponegoro Semarang.

Ghozali, I. (2016). Aplikasi Multiverse Dengan Program IBM SPSS 23 (8th ed.). Badan Penerbit Universitas Diponegoro .

Ghozali, I. (2017). Model Persamaan Struktural Konsep dan Aplikasi dengan Program Amos 24 (7th ed.). Badan Penerbit Universitas Diponegoro Semarang .

Ghozali, I. (2017). Model Persamaan Struktural Konsep dan Aplikasi Dengan Program Amos 24 (7th ed.). Badan Penerbit Universitas Diponegoro Semarang .

Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 (9th ed.) . Badan Penerbit Universitas Diponegoro Semarang .

Hafeez, Y. (2023, November 29). What is TikTok? A Dive into the Short-Form Video Phenomenon. Retrieved from social champ: https://www.socialchamp.io/id/blog/what-is-tiktok/

Hair, J. e. (2016). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM).

Hair, J. F. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) .

Hasan Yousef Aljuhmani, H. E. (2023). Linking social media marketing. Asia Pacific Journal of Marketing, 35(7), 1719-1738.

Helena Knupfer, A. N. (2022). From social media diet to public riot? Engagement with “greenfluencers” and young social media users’ environmental activism. Computers in Human Behavior, 1-12.

Huarng, K.-H. (2021, March). The effect of technology, information, and marketing on an interconnected world. Journal of Business Research, 314-318.

inh Tuan Phunga, P. T. (2019). The effect of authenticity perceptions and brand equity on brand choice intention. Journal of Business Research, 726-736.

Jalilvand & Samiei. (2012). The effect of electronic word of mouth on brand image and purchase intention an empirical study in the automobile industry in Iran. Marketing Intelligence, 30(4), 460-476.

Jungwon Lee & Cheol Park. (2022). Social media content, customer engagement and brand equity: US versus Korea. Management Decision, 60(08), 2195-2223.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Khasanah, S. E. (2022). ANALISIS PENGARUH CUSTOMER ENGAGEMENT TERHADAP REPURCHASE INTENTION DENGAN BRAND EQUITY DAN SOCIAL MEDIA AGILITY SEBAGAI VARIABEL INTERVENING. DIPONEGORO JOURNAL OF MANAGEMENT, 11(4), 1-14.

Liew Chee Yoong & Song Bee Lian. (2019). Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry. International Journal of Academic Research in Business & Social Science, 9(1), 54-68.

Mersid Poturak, S. S. (2019). Influence of Social Media Content on. Eurasian Journal of Business and Economics, 17-43.

Mohd Irwan Dahnil, K. M. (2014). Factors Influencing SMEs Adoption of Social Media Marketing. Social and Behavioral Sciences, 119-126.

Noor, J. (2017). Metodologi Penelitian: Skripsi, Tesis, Disertasi, dan karya ilmiah. Kencana .

Noor, J. (2017). Metodologi Penelitian: Skripsi, Tesis, Disertasi, dan Karya Ilmiah. Jakarta: Kencana.

Rosca, A. M. (2022). Current Trends in Digital Marketing. Journal of Marketing Research and Case Studies, 1-13.

Roscoe., J. T. (1975). Fundamental research statistic for the behavioral sciences.

shiri d. Vivek, s. e. (2012). Customer engagement: exploring Customer relationships Beyond purChase. Journal of Marketing Theory and Practice, 20(2), 127-145.

Stephen W. Litvina,, Ronald E. Goldsmithb. (2008, May 16). Electronic word-of-mouth in hospitality and tourism management. Tourism ManagemenT, 458-468.

Sugiyono. (2017). Metode Penelitian Kauntitatif, Kualitatif, dan R&D, van Teijlingen, E., & Hundley, V. .

Toor, A. H. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. Asian Journal of Business And Accounting, 10(1), 167-199.

Yang Suna, H. G.-J. (2019). Examining the relationships between e-WOM, consumer ethnocentrism and brand equity. Journal of Business Research, 1-10.

Zain Jafar, J. D.-V. (2023). Social media for public health: Reaping the benefits,. Health Promot Perspect, 13(2), 105-112.

Zikmund, W. B. (2010). Business Research Methods Eight Edition, 668.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.