

## REFERENCES

- Aaker, D. A. (2018). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Alhaddad, A. (2015). Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. *Journal of Research in Business and Management*, 3(4), 1-8.
- Aljumah, A., Nuseir, M. T., & Alshurideh, M. T. (2021). The Impact of Social Media Marketing Communications on Consumer Response During the COVID-19: Does the Brand Equity of a University Matter? In M. T. Alshurideh (Ed.), *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence*, 334, 367-384. Cham: Springer.
- Anselmsson, J., Bondesson, N. V., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product and Brand Management*, 23(2), 90-102.
- Astakhova, M., Swimberghe, K. R., & Wooldridge, B. R. (2017). Actual and ideal-self congruence and dual brand passion. *Journal of Consumer Marketing*, 34(7), 664-672.
- Aulia, M. Y. (2022, December 7). 10 Merk Sepatu Sneakers Lokal Terbaik di Indonesia. *Tokopedia Website*. <https://www.tokopedia.com/blog/top-sneakers-lokal-terbaik-fsp/>.
- Bilgin, 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), 128-148.
- Blight, M. G., Ruppel, E. K., & Schoenbauer, K. V. (2017). Sense of Community on Twitter and Instagram: Exploring the Roles of Motives and Parasocial Relationships. *Cyberpsychology, Behavior, and Social Networking*, 20(5), 314-319.

- Bougenvile, A., & Ruswanti, E. (2017). Brand Equity on Purchase Intention Consumers' Willingness to Pay Premium Price Juice. *Journal of Economics and Finance*, 8(1), 12-18.
- BPS Indonesia. (2021). Statistik Telekomunikasi Indonesia. In *Statistik Telekomunikasi Indonesia 2021*, 159. Badan Pusat Statistik (BPS) Indonesia database.
- BPS Provinsi Sumatera Barat. (2020). Persentase Penduduk Usia 5 Tahun Ke Atas yang Mengakses Internet dalam 3 Bulan Terakhir Menurut Kabupaten/Kota di Provinsi Sumatera Barat (Persen), 2017-2020. *Badan Pusat Statistik Provinsi Sumatera Barat*.  
<https://sumbar.bps.go.id/indicator/2/320/1/persentase-penduduk-usia-5-tahun-ke-atas-yang-mengakses-internet-dalam-3-bulan-terakhir-menurut-kabupaten-kota-di-provinsi-sumatera-barat.html>.
- Brey, P. (2018). The strategic role of technology in a good society. *Technology in society*, 52(C), 39-45.
- Cengiz, H., & Akdemir-Cengiz, H. (2016). Review of Brand Loyalty Literature: 2001 – 2015. *Journal of Research in Marketing*, 6(1), 407.
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798-812.
- Cheung, M. L., Pires, G. D., & Rosenberger III, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243.
- 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.

- Cheung, M. L., Pires, G. D., Rosenberger, P. J., & de Oliveira, M. J. (2021). Driving COBRAs: the power of social media marketing. *Marketing Intelligence and Planning*, 39(3), 361–376.
- Çizmeçi, F., & Ercan, T. (2015). The Effect of Digital Marketing Communication Tools in the Creation Brand Awareness By Housing Companies. *Megaron*, 10(2), 149-161.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28-42.
- Dewi, Y. K., & Gosal, J. (2020). Pengaruh Persepsi Konsumen dan Gaya Hidup Pada Kesiapan Membayar Harga Premium Produk Wagyu. *Jurnal Business Management Journal*, 16(2), 129-144.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- 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.
- Ernawati, R. (2021). Analisis Pengaruh Promosi, Harga, dan Citra Merek terhadap Keputusan Pembelian pada Situs E-commerce Zalora di Jakarta. *Business Management Analysis Journal (BMAJ)*, 4(2), 200-218.
- Farzin, M., Sadeghi, M., Fattahi, M., & Eghbal, M. R. (2021). Effect of Social Media Marketing and eWOM on Willingness to Pay in the Etailing: Mediating Role of Brand Equity and Brand Identity. *Business Perspectives and Research*, 10(3), 327-343.
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126.

- 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.
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339-364.
- Gumber, G., & Rana, J. (2017). Factors Influencing Willingness to Pay Price Premium for Organic Food in India. *International Journal of Emerging Research in Management and Technology*, 6(2), 1-15.
- Hafez, Md. (2022). Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh: A moderated mediation analysis of brand experience and perceived uniqueness. *International Journal of Information Management Data Insights*, 2(2), 100140.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Thousand Oaks: Sage Publications.
- Harwani, Y. (2017). Memahami Peran Ekuitas Merek Sebagai Keunggulan Bersaing Terhadap Pengambilan Keputusan Dalam Pemilihan Perguruan Tinggi. *Jurnal Manajemen*, 21(3), 398-417.
- Hassan, H. A., & Abbas, S. K. (2019). Factors influencing the investors' intention to adopt Takaful (Islamic insurance) products: A survey of Pakistan. *Journal of Islamic Marketing*, 11(1), 1-13.
- Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). A comparison of social media marketing between B2B, B2C and mixed business models. *Industrial Marketing Management*, 81, 169-179.

- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144.
- Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 53, 101774.
- Kazmi, A., & Mehmood, Q. S. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 6(7), 409-508.
- Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 6, 1-16.
- Keller, K. L., & Brexendorf, T. O. (2019). Measuring Brand Equity. In F. Esch (Ed.), *Handbuch Markenführung*, 1409-1439. Wiesbaden: Springer.
- Kemp, S. (2017, February 15). Digital in Southeast Asia in 2017. *We Are Social Website*. <https://wearesocial.com/sg/blog/2017/02/digital-southeast-asia-2017/>.
- Kopalle, P. K., Kumar, V., & Subramaniam, M. (2020). How legacy firms can embrace the digital ecosystem via digital customer orientation. *Journal of the Academy of Marketing Science*, 48(1), 114-131.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Harlow: Pearson Education.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310-330.

- Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 1135-1158.
- Langaro, D., Rita, P., & de Fátima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2), 146-168.
- Lee, H., & Cho, C. H. (2020). Digital advertising: present and future prospects. *International Journal of Advertising*, 39(3), 332-341.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51-70.
- Liat, C. B., Mansori, S., Chuan, G. C., & Imrie, B. C. (2017). Hotel Service Recovery and Service Quality: Influence of Corporate Image and Generational Differences in the Relationship between Customer Satisfaction and Loyalty. *Journal of Global Marketing*, 30(1), 42-51.
- Liu, X., Shin, H., & Burns, A. C. (2019). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125, 815-826.
- 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.
- Mason, A. N., Brown, M., Mason, K., & Narcum, J. (2021). Pandemic effects on social media marketing behaviors in India. *Cogent Business and Management*, 8(1), 1943243.

- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262-270.
- Ottenbacher, M. C., Kuechle, G., Harrington, R. J., & Kim, W.-H. (2019). QSR customer sustainable behaviors and brand practice perceptions on willingness to pay a premium. *International Hospitality Review*, 33(2), 106-125.
- Pourazad, N., Stocchi, L., & Pare, V. (2020). The power of brand passion in sports apparel brands. *Journal of Product and Brand Management*, 29(5), 547-568.
- Ratnasari, R. T., Gunawan, S., Septiarini, D. F., Rusmita, S. A., & Chandra Kirana, K. (2020). Customer Satisfaction Between Perceptions of Environment Destination Brand and Behavioural Intention. *International Journal of Innovation, Creativity and Change*, 10(12), 472-487.
- Roy, G., Datta, B., Mukherjee, S., & Basu, R. (2021). Effect of eWOM stimuli and eWOM response on perceived service quality and online recommendation. *Tourism Recreation Research*, 46(4), 457-472.
- Rusfian, E. Z., & Jodie, D. A. (2021). The Influence of Social Media's Marketing Activity on Local Brand Equity and Consumer Response: Using Mix Method Approach. *Linguistics and Culture Review*, 5(S1), 767-780.
- Sari, R. L., Mandey, S. L., & Soegoto, A. S. (2014). Citra Merek, Harga Dan Promosi Pengaruhnya Terhadap Keputusan Pembelian Perhiasan Emas Pada PT. Pegadaian (Persero) Cabang Manado Utara. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(2), 1212-1338.
- Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). *Long Range Planning*, 47(3), 154-160.

- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*, 587-632. Cham: Springer.
- Satvati, S. R., Rabie, M., & Rasoli, K. (2016). Studying The Relationship Between Brand Equity and Consumer Behavior. *International Review*, 1-2, 153-163.
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185-192.
- Sehar, R., Ashraf, S., & Azam, F. (2019). The Influence of Social Media's Marketing Efforts on Brand Equity and Consumer Response. *IUP Journal of Marketing*, 12(2), 30-53.
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business A Skill-Building Approach* (7th ed.). Chichester: 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, 36-41.
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46, 58-69.
- Sichtmann, C., Davvetas, V., & Diamantopoulos, A. (2019). The relational value of perceived brand globalness and localness. *Journal of Business Research*, 104, 597-613.
- Statista. (2022, February 17). APAC: active social media users by country 2022. *Statista Website*. <https://www.statista.com/statistics/295606/social-media-mau-asia-pacific-countries/>.

- Steenkamp, J. B. (2019). The uncertain future of globalization: Implications for global consumer culture and global brands. *International Marketing Review*, 36(4), 524-535.
- Sutiyono, R., & Hadibrata, B. (2020). *The Effect Of Prices, Brand Images, And After Sales Service Reinforced Bar Steel Products On Consumer Purchasing Decisions Of PT. Krakatau Wajatama Osaka Steel Marketing*. 1(6), 947-967.
- Świtła, M., Gamrot, W., Reformat, B., & Bilińska-Reformat, K. (2018). The influence of brand awareness and brand image on brand equity – an empirical study of logistics service providers. *Journal of Economics and Management*, 33, 96-119.
- Tsai, Y.-C., Chang, H.-C., & Ho, K.-C. (2015). A Study of the Relationship among Brand Experiences, Self-Concept Congruence, Customer Satisfaction, and Brand Preference. *Contemporary Management Research*, 11(2), 97-116.
- Tokopedia. (2023). Sepatu Compass Official Store. *Tokopedia Website*. <https://www.tokopedia.com/sepatucompass/product?sort=8>.
- Upadhyay, Y., Paul, J., & Baber, R. (2022). Effect of online social media marketing efforts on customer response. *Journal of Consumer Behaviour*, 21(3), 554-571.
- Valos, M. J., Maplestone, V. L., Polonsky, M. J., & Ewing, M. (2017). Integrating social media within an integrated marketing communication decision-making framework. *Journal of Marketing Management*, 33(17-18), 1522-1558.
- Van Esch, P., Northey, G., Duffy, S., Heller, J., & Striluk, M. (2017). The Moderating Influence of Country of Origin Information Seeking on Homophily and Product Satisfaction. *Journal of Promotion Management*, 24(3), 332-348.

- Wang, E. S. T. (2015). Effect of food service-brand equity on consumer-perceived food value, physical risk, and brand preference. *British Food Journal*, 117(2), 553-564.
- Williams, N. L., Ferdinand, N., & Bustard, J. (2019). From WOM to aWOM – the evolution of unpaid influence: a perspective article. *Tourism Review*, 75(1), 314-318.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294-1307.
- 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.
- Yosephine, L. (2017, July 26). Indonesia Instagram's biggest market in Asia Pacific. *The Jakarta Post*.  
<https://www.thejakartapost.com/life/2017/07/26/indonesia-instagrams-biggest-market-in-asia-pacific.html>.
- Zarei, A., Farjoo, H., & Bagheri Garabollagh, H. (2021). How Social Media Marketing Activities (SMMAs) and Brand Equity Affect the Customer's Response: Does Overall Flow Moderate It? *Journal of Internet Commerce*, 21(2), 160-182.