



THE IMPACT OF USER-GENERATED CONTENT (UGC) ON CUSTOMER ENGAGEMENT AND BRAND LOYALTY

Fadilah Kemala.¹, Andi Azhar ²

¹Department of Management University of Muhammadiyah Bengkulu, Indonesia

Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Fadilah Kemala fadilahkemala46@gmail.com Department of Management University of Muhammadiyah Bengkulu</p>	<p>The COVID-19 pandemic has made social media the latest information channel, encouraging firms to use it as a marketing channel. Creating relevant firm-generated content for consumers and social media users is one strategy that can be applied. This study is based on the service-dominant logic theory which aims to develop a conceptual framework involving variables of firm-generated content, customer engagement, user-generated content, consumer-based brand equity, and purchase intention. This study has 248 sample data and was analyzed quantitatively using the Structural Equation Modelling (SEM) method through the Analysis of Moment Structure (AMOS) version 24 program. The findings of this study show that customer engagement and consumer-based brand engagement as mediating variables have strengthened the relationship between firm-generated content and purchase intention. Specifically, there are significant effects for firm-generated content and user-generated content on customer engagement, user-generated content and customer engagement on consumer-based brand equity, and customer engagement and consumer-based brand equity on purchase intention. However, the relationship between customer engagement and purchase intention has proven no significant positive effect, so there is one rejected hypothesis.</p> <p>Keywords: <i>firm-generated content, user-generated content, customer engagement, consumer-based brand equity, purchase intention</i></p>
<p>This article distributed under the terms of the Creative Commons Attribution-Share Alike 4.0 International License (https://creativecommons.org/licenses/by-sa/4.0/)</p>	

INTRODUCTION

Technological developments that advance from time to time also encourage industrial progress and indirectly require economic actors and companies to maintain their competitiveness. Economic actors and companies need to continue to innovate to keep up with existing developments. This is evidenced by the development of information technology which is increasingly rapid and can no longer be separated from the context of

everyday life. The emergence of the Internet is one example of the development of information technology that occurs today.

One industry that is currently developing is the e-commerce industry. Changes in people's behavior through the use of digital technology to meet their daily needs have contributed to the growth of e-commerce in Indonesia. E-commerce is a growing industry and is considered important by everyone because it facilitates human activities. (Pérez-Amaral et al., 2020) define e-commerce as a place of economic and information exchange for the provision of products and services over the Internet.

From the consumer side, technology adaptation is supported by the pandemic situation where people must limit visits to physical stores, resulting in an increase in the number of users of digital business platforms and impacting the Indonesian economy. The growth depends on digital business areas such as social media. Media, Website and E-Commerce (Guntara, 2023). Through e-commerce, consumers can gather information about prices, specifications, and various promotions offered by economic actors and companies. Can be a medium, to inform the quality of its products therefore, companies need to increase brand loyalty to retain consumers. Loyalty plays an important role for companies because consumers who are loyal to a brand will make purchasing decisions quickly.

According to (Asy'ari & Sukresna, 2023), customer engagement is a form of customer behavior towards a brand or company other than purchases, resulting from motivation. Companies often develop engagement strategies by combining customer-brand interactions. Customer engagement is very important for brands because customers actively participate in shaping their own experiences through interactions with brands (Wibowo & Laksamana, 2023). (Utami & Saputri, 2020) investigated customer engagement in virtual brand communities and found that customers who interact with a brand demonstrate brand loyalty by recommending the brand to others.

When consumers gather information from e-commerce, or other sources, consumers will interact with information from other consumers (user-generated content / UGC) and UGC can be in the form of other consumer reviews about products. (Wei, 2022) indicated that UGC has a positive impact on brand loyalty, Consumer interaction with companies, through UGC, can build and maintain relationships with customer engagement. Furthermore, (Wei, 2022) showed that the effect of UGC on brand loyalty is mediated by brand trust. Consumers will be loyal to a brand if consumers trust the brand.

Information about a brand obtained through UGC can increase consumer trust in the brand and ultimately increase brand loyalty. Consumers are more likely to trust brands that have positive reviews from other consumers, customer engagement, or offer attractive promotions. This study aims to empirically examine the effect of UGC, on customer engagement and brand loyalty. This research examines UGC because these variables play an important role in the industry.

METHOD

This study consists of five variables consisting of independent variables (FGC and UGC), dependent variable (PI), and mediating variables (CE and CBBE). The five variables are measured using a set of question items, and the measurement scale used is an interval scale (Likert scale with points 1-5) and is presented in the following table.

Table 1 Variable Operationalization

Variable	Indicator	Question Item	Reference
Firm-Generated Content	<i>Informative content</i>	FGC1: The company's FGC is very effective FGC2: The company's FGC is very useful FGC3: The company's FGC is very practical FGC4: The company's FGC is very educational and up to date.	(Darmayanti et al., 2022); (Dian et al., 2024); (Wei, 2022)
	<i>Entertainment content</i>	FGC5: The company's FGC is very fun. FGC6: The company's FGC is very attractive. FGC7: The company's FGCs are very funny FGC8: The company's FGC have met my expectations.	
Customer Engagement	<i>Feedback intention</i>	CE1: I will give FGC a “like”. CE2: I will leave a “comment” on FGC. CE3: I will give FGC a “share”.	(H. Kaur et al., 2020);(Izogo et al., 2020)
	<i>Self-expression</i>	CE4: I independently like, comment, share related to FGC. CE5: I can share brand-related experiences through social media. CE6: I am not burdened to like, comment and share.	
	<i>Seeking assistance</i>	CE7: I will ask other consumers for help if I have questions related to the company's brands or products. CE8: I am motivated to keep interacting with the company's social media. CE9: I will continue to engage in communication with the company's FGC.	
User-Generated Content	<i>Source credibility</i>	UGC1: I think UGC is very experienced in delivering opinions and suggestions. UGC2: UGC uploaders are knowledgeable about the company. UGC3: UGC is reliable. UGC4: UGC is trustworthy.	(Kitsios et al., 2022);(Onofrei et al., 2022)
	<i>Perceive value</i>	UGC5: I get a lot of information from UGC. UGC6: UGC information is very useful. UGC7: UGC improves interpersonal relationships with other users	
Consumer-based brand equity	<i>Brand awareness</i>	CBBE1: I quickly recognize the company's brand. CBBE2: I can remember the company symbol or logo. CBBE3: I recognize the product design or company brand.	(Li et al., 2023)
	<i>Brand association</i>	CBBE4: The company's brand is unique compared to other brands. CBBE5: Brands that appear on social media are very familiar CBBE6: There is a reason to buy the brand compared to other brands.	
	<i>Brand trust</i>	CBBE7: The company is reliable. CBBE8: The company can treat customers fairly. CBBE9: The company can keep its promises	

Purchase Intention	<i>Need to purchase</i>	PI1: I intend to buy the product after seeing FGC PI2: I am interested in making an online purchase. PI3: I plan to buy the company's products over other brands.	(Brehaspati Adisasmito & Ghazali, 2023); (Santiago et al., n.d.); (Li et al., 2023)
	<i>Future intention to buy</i>	PI4: I will purchase the product in the future. PI5: Compared to other brands, I am considering buying the product in the future. PI6: The likelihood of me making a purchase in the future is very high.	
	<i>Intention to recommend</i>	PI7: I recommend other consumers to buy the company's products.	

Source: Some previous references summarized by the author

The population in this study were Instagram followers of Naruna Ceramic Studio, Salatiga, and the sample used was 248 respondents. The sampling technique was carried out through purposive sampling technique (Sugiono et al., 2020). The data collection method used a questionnaire consisting of 40 question items, in accordance with the operationalization of the variables above. The data analysis process was carried out using the structural equation modeling (SEM) method using the AMOS 24 program. Through this program, testing of the research model that has been built to determine the effect of each research variable is carried out.

RESULT AND DISCUSSION

Respondents in this study totaled 248 people. These respondents have met the criteria for respondents aimed at this study, including having an Instagram account, following the official NARUNA Instagram account, and being at least 17 years old. The following profile of respondents in this study can be further explained in the tables below:

Table 2 Profile of Research Respondents

Respondent Profile	Total	Percentage
Gender		
• Male	107	43.1%
• Female	141	56,9%
Age		
• 17 – 19 tahun	74	29,8%
• 20 – 29 tahun	143	57,7%
• 30 – 39 tahun	24	9,3%
• > 40 tahun	8	3.2%
Occupation		
• Student	177	68,9%
• CIVIL SERVANT/BUMN/ABRI	7	2,8%
• Private	39	15,7%
• Entrepreneur	11	4,4%
• Others	14	8,2%

Domicile (Province)		
• DKI Jakarta	11	4,4%
• West Java	22	8,9%
• East Java	79	31,9%
• DI Yogyakarta	15	6,0%
• Banten	92	37,1%
• Other Provinces	6	2,4%
	24	9,4%

Table 3 Results of Validity and Reliability Test of Research Instruments

Variable	Item	r count	Cronbach Apha
Firm-Generated Content	FGC 1	0,653	0,898
	FGC 2	0,550	
	FGC 3	0,657	
	FGC 4	0,690	
	FGC 5	0,603	
	FGC 6	0,547	
	FGC 7	0,416	
	FGC 8	0,807	
Customer Engagement	CE 1	0,692	0,935
	CE 2	0,772	
	CE 3	0,638	
	CE 4	0,791	
	CE 5	0,611	
	CE 6	0,755	
	CE 7	0,605	
	CE 8	0,701	
	CE 9	0,711	
User-Generated Content	UGC 1	0,64	0,912
	UGC 2	0,856	
	UGC 3	0,754	
	UGC 4	0,805	
	UGC 5	0,514	
	UGC 6	0,588	
	UGC 7	0,688	
Consumer-Based Brand Equity	CBBE 1	0,756	0,932
	CBBE 2	0,713	
	CBBE 3	0,693	
	CBBE 4	0,775	
	CBBE 5	0,741	
	CBBE 6	0,723	
	CBBE 7	0,824	
	CBBE 8	0,633	
	CBBE 9	0,634	
Purchase Intention	PI 1	0,75	0,969
	PI 2	0,698	
	PI 3	0,742	
	PI 4	0,618	
	PI 5	0,742	
	PI 6	0,618	
	PI 7	0,654	

Table 3 above shows that the validity test results (r count) have a value above r table (0.3494), which indicates that all question items have met the validity requirements. The reliability test results (Cronbach alpha) have a value greater than Cronbach alpha $\alpha \Rightarrow 0.70$, so that all research variables are reliable. Based on these results, the data testing process can be carried out.

Furthermore, the research data analysis process was carried out using the Structural Equation Modeling (SEM) method in the AMOS 24 program. Through this method, confirmatory factor analysis was carried out on exogenous variables (FGC and UGC), as well as endogenous variables (CE, CBBE, and PI) which resulted in a research model and is presented in the following figure:

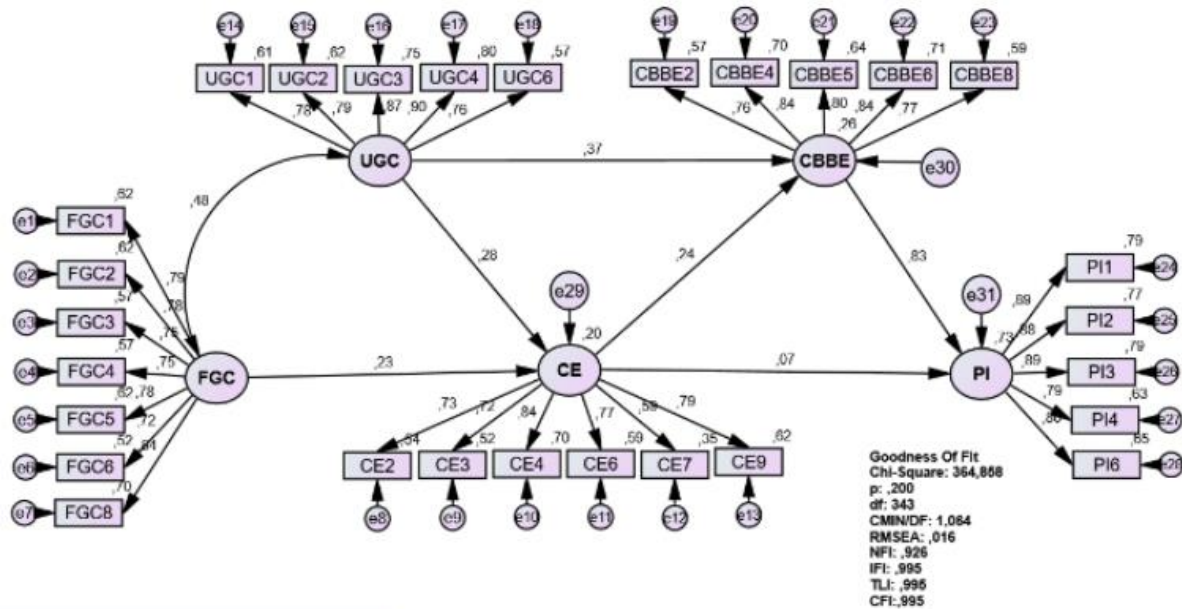


Figure 2
Structural Test of Full Model SEM

Source: SEM output with AMOS 24

Based on Figure 2 above, the chi-square value is 364.858, which when compared to the cut-off value (chi-square = 387.188 at $\alpha = 0.05$ and $df = 343$) is classified as good. The probability value of 0.200 is classified as good. Furthermore, the value, RSMEA of 0.016, NFI of 0.926, IFI of 0.995, TLI of 0.995, and CFI of 0.995. Through this explanation, the goodness-of fit index criteria have been met. Furthermore, the results of hypothesis testing on this research model are presented in the following table:

Table 4 Hypothesis Test

			Estimate	S.E.	C.R.	P (ML)	P (Bootstrap)	Evaluation
CE	←---	FGC	0,284	0,093	3,039	0,002	0,007	Accepted
CE	←---	UGC	0,347	0,097	3,583	***	0,007	Accepted
CBBE	←---	UGC	0,412	0,082	4,994	***	0,006	Accepted

CBBE	←---	CE	0,215	0,066	3,268	0,001	0,006	Accepted
PI	←---	CE	0,069	0,048	1,418	0,156	0,194	Rejected
PI	←---	CBBE	0,925	0,078	11,919	***	0,015	Accepted
								Accepted

Source: SEM output with AMOS 24

The relationship between FGC and CE produces $p = 0.002$ (ML estimation) and $p = 0.007$ (bootstrap) < 0.05 , and $C.R = 3.093 > 1.96$, so hypothesis 1 is accepted. Based on the table above, the relationship between UGC and CE produces $p = ***$ (ML estimation) and $p = 0.007$ (bootstrap) < 0.05 , and $C.R = 3.583 > 1.96$, so hypothesis 2 is accepted. Based on hypothesis testing 1 and 2, it can be seen that both firm-generated content and user-generated content have a significant positive influence on customer engagement.

The effect of UGC on CBBE resulted in a value = $***$ (ML estimation) and $p = 0.006$ (bootstrap) < 0.05 , and $C.R = 4.994 > 1.96$, so hypothesis 3 is accepted. The relationship between CE and CBBE resulted in $p = 0.001$ (ML estimation) and $p = 0.006$ (bootstrap) < 0.05 , and $C.R = 3.268 > 1.96$, so hypothesis 4 is accepted. Therefore, user-generated content and customer engagement variables have a significant influence on consumer-based brand equity.

Hypothesis testing related to the effect of CE on PI resulted in a value = 0.156 (ML estimation) and $p = 0.194$ (bootstrap) > 0.05 , and $C.R = 1.418 < 1.96$, which states that hypothesis 5 is rejected. In relation to the effect of CBBE with PI, $p = ***$ (ML estimation) $p = 0.015$ (bootstrap) < 0.05 , and $C.R = 11.919 > 1.96$, so hypothesis 6 is accepted. Based on the test results, customer engagement does not have a significant effect on purchase intention, while the consumer-based brand equity variable has a significant positive effect on purchase intention.

The mediating effect of CE and CBBE variables in this paper also produces two paths and is presented in the following table.

Table 5 Mediation Test

Variable	Koef. Jalur	p	Description
UGC->CE->CBBE->PI	0,377	0,000	Significant
FGC->CE->CBBE->PI	0,062	0,005	Significant

Source: SEM output with AMOS 24

Based on the table above, it can be seen that the effect of UGC on PI through the mediation of CE and CBBE variables is 37.7%. Furthermore, there is an effect of FGC on PI through the mediation of CE and CBBE of 6.2%. Therefore, there is a significant positive mediating effect of customer engagement and consumer-based brand equity variables on purchase intention.

CONCLUSION

Technological developments and the covid-19 pandemic have made social media a daily routine for modern humans (Santiago et al., n.d.); (Sheth, 2020). The existence of this phenomenon has ultimately changed the way of business, product promotion, and the way of communication between companies and consumers (Herforth, A., Bai, Y., Venkat, A., Mahrt, K., Ebel, A. & Masters, 2020). Therefore, companies utilize social media as a marketing channel, which is believed to contain valuable information on the perspectives of consumers to guide the company's strategic decision making (Kremez et al., 2023);(Hock-

Doepgen et al., 2021). This study aims to analyze the effect of firm-generated content on purchase intention, by involving several variables that are considered to have an effect on purchase intention. Based on the results of the analysis and testing, it is found that H1, H2, H3, H4, H6 are accepted, while H5 is rejected.

Implications for Management Theory

Through this research, a research model based on SDL theory is built, especially regarding the variables that drive consumer buying interest. First, regarding the relationship between firm-generated content (FGC) and customer engagement (CE), this study supports the results of previous studies (Herforth, A., Bai, Y., Venkat, A., Mahrt, K., Ebel, A. & Masters, 2020); (Hock-Doepgen et al., 2021); (Shahbaznezhad et al., 2021); (Brochado et al., 2023) which show that there is a significant influence between FGC on CE. FGCs containing messages related to information and entertainment significantly foster CE which is realized by providing feedback (comment and share), freedom in self-expression, and help-seeking.

Second, regarding the relationship between user-generated content (UGC) and customer engagement (CE), this study shows that UGC has a significant effect on CE. UGC presents messages related to credible experiences and opinions that encourage consumers to engage with communication on social media (Khurma et al., 2022); (K. Kaur & Kumar, 2021); (Cheung et al., 2022). Third, regarding the relationship between user-generated content (UGC) and consumer-based brand equity (CBBE), this study found that there is a significant influence between UGC on CBBE, especially on brand association. This supports previous research from (Schivinski, 2021); (Li et al., 2023); (Li et al., 2023) that UGC presents entertainment and information that increases recognition, memory creation, and increases brand trust. Fourth, regarding the relationship between customer engagement (CE) and consumer-based brand equity (CBBE), a significant influence between CE and CBBE was found. CE is an important factor in maintaining relationships with brands, because consumer engagement shows trust, commitment, and loyalty to brands (H. Kaur et al., 2020);(Lee et al., 2022).

Fifth, regarding the influence between customer engagement (CE) and purchase intention (PI), it was found that there was no significant relationship between CE and PI. The findings contrast with previous research by (Hanaysha, 2022)and (Cheung et al., 2022) which explain that positive customer engagement will encourage a consumer's purchase intention. This provides a new view, that CE has no influence with PI which may be due to the low level of customer engagement on social media. Sixth, related to the influence between consumer-based brand equity (CBBE) on purchase intention (PI), there is a significant relationship between CBBE and PI. This supports previous research by (Febrian & Vinahapsari, 2020); (Schivinski, 2021); (Li et al., 2023) that CBBE is a predictor of purchase intention, where the decision-making process is based on positive brand thoughts and perceptions.

Implications for Managerial Policy

This research provides new findings for companies, especially for marketers who apply content strategies on social media as a marketing tool. Based on the grand theory applied, namely service dominant logic (SDL), with the implementation of the content strategy, the company has offered services to consumers through firm-generated content (FGC). In this case, the company has become a service provider and is involved as a value

co-creator by offering the value proposition of FGC. Furthermore, the findings of this study are that there is a significant relationship between FGC to CE and UGC to CE, with UGC having a greater influence than FGC. Therefore, companies should pay attention and monitor user content so that the information conveyed is in line with reality.

In relation to the influence of mediating variables on the dependent variable, the CBBE variable has a greater influence than CE. This shows that when consumers are involved in social media communication, they do not immediately generate purchase intention by consumers. In contrast, CBBE has a strong influence on PI, especially regarding brand association. Therefore, companies should maintain and encourage positive social media communication, in order to increase customer engagement and maintain brand equity. Regarding the influence of FGC and UGC on PI through the mediation of CE and CBBE, the findings show that both FGC and UGC have a significant influence on PI. However, the influence of UGC on PI has a greater influence when compared to the influence of FGC on PI. Although the influence of FGC on PI is smaller when compared to UGC, FGC still has an influence on increasing consumer buying interest. Therefore, marketers should maintain a digital content marketing strategy through the creation of relevant FGC, especially to introduce brands to potential consumers and retain existing customers. Regarding UGC that is considered to have high credibility, it is necessary to control the UGC, so that the resulting UGC does not harm the company. In this case, the company can help the content creator by creating content creation guidelines or inviting joint collaboration during content creation.

Limitations and Suggestions for Future Research

This research has several limitations. First, this research was conducted at one company in the ceramic industry, namely Naruna Ceramic Studio, Salatiga, and on Instagram social media only. Therefore, this research can be conducted at other companies in both the ceramic industry and other industries, as well as on other social media such as Facebook, Youtube, X, etc. Second, the respondents in this study were dominated by students, so the results obtained are based on the views of millennials and gen Z. So, future research can include respondents from the ceramic industry and other industries. So, future research can include respondents from every group based on age, occupation, and domicile of the respondent, because there are possible differences in consumer behavior in each category. Third, the variables in this study only focus on FGC, UGC, CE, CBBE, and PI. Therefore, it is necessary to develop by adding supporting variables.

BIBLIOGRAPHY

- Asy'ari, A. R. N., & Sukresna, M. (2023). PENGARUH PRINSIP GAMIFICATION TERHADAP LOYALITAS MEREK DENGAN KETERLIBATAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi pada Pengguna Lazada di Kota Semarang). *Diponegoro Journal of Management*, 12(1), 1–15.
- Brehaspati Adisasmito, A., & Ghazali, A. (2023). Virtual Reality (Vr) As E-Commerce Platfrom To Expand Smes Market In Nusa Tenggara Timur. *Jurnal Syntax Transformation*, 4(2), 208–217. <https://doi.org/10.46799/jst.v4i2.695>
- Brochado, A., Rodrigues, P., Sousa, A., Borges, A. P., Veloso, M., & Gómez-Suárez, M. (2023). Resilience and Sustainable Urban Tourism: Understanding Local Communities' Perceptions after a Crisis. *Sustainability (Switzerland)*, 15(18).

- <https://doi.org/10.3390/su151813298>
- Cheung, M. L., Leung, W. K. S., Cheah, J. H., & Ting, H. (2022). Exploring the effectiveness of emotional and rational user-generated contents in digital tourism platforms. *Journal of Vacation Marketing*, 28(2), 152–170. <https://doi.org/10.1177/13567667211030675>
- Darmayanti, R., Sugianto, R., & Muhammad, Y. (2022). Analysis of Students' Adaptive Reasoning Ability in Solving HOTS Problems Arithmetic Sequences and Series in Terms of Learning Style. *Numerical: Jurnal Matematika Dan Pendidikan Matematika*, 6, 73–90. <https://doi.org/10.25217/numerical.v6i1.2340>
- Dian, C., Anggasari, S., & Ferdinand, A. T. (2024). ANALISIS PENGARUH FIRM-GENERATED CONTENT TERHADAP PURCHASE INTENTION PADA MEDIA SOSIAL INSTAGRAM (Studi Pada Follower Instagram Naruna Ceramic Studio , Salatiga). 13, 1–13.
- Febrian, A., & Vinahapsari, C. A. (2020). Brand equity is mediated in influencing purchase intentions on e commerce. *Engineering & Management*, 3703, 3703–3710. <https://www.researchgate.net/publication/340730724>
- Guntara, R. G. (2023). Pemanfaatan Komputer Vision pada E-Commerce. *Rangga Gelar Guntara) Madani: Jurnal Ilmiah Multidisiplin*, 1(3), 2302–6219. <https://doi.org/10.5281/zenodo.7881002>
- 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.jjime.2022.100102>
- Herforth, A., Bai, Y., Venkat, A., Mahrt, K., Ebel, A. & Masters, W. A. (2020). *Cost and affordability of healthy diets across and within countries*. [https://books.google.co.id/books?id=tmQQEAAAQBAJ&lpg=PR7&ots=g578d4yp4J&dq=Bai %26 Yan%2C 2020&lr&hl=id&pg=PR2#v=onepage&q=Bai & Yan, 2020&f=false](https://books.google.co.id/books?id=tmQQEAAAQBAJ&lpg=PR7&ots=g578d4yp4J&dq=Bai%26Yan%2C2020&lr&hl=id&pg=PR2#v=onepage&q=Bai&Yan,2020&f=false)
- Hock-Doepgen, M., Clauss, T., Kraus, S., & Cheng, C. F. (2021). Knowledge management capabilities and organizational risk-taking for business model innovation in SMEs. *Journal of Business Research*, 130, 683–697. <https://doi.org/10.1016/j.jbusres.2019.12.001>
- Izogo, E. E., Mpinganjira, M., & Ogba, F. N. (2020). Does the collectivism/individualism cultural orientation determine the effect of customer inspiration on customer citizenship behaviors? *Journal of Hospitality and Tourism Management*, 43(April), 190–198. <https://doi.org/10.1016/j.jhtm.2020.04.001>
- Kaur, H., Paruthi, M., Islam, J. U., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46(November 2019), 101321. <https://doi.org/10.1016/j.tele.2019.101321>
- Kaur, K., & Kumar, P. (2021). Social media usage in Indian beauty and wellness industry: a qualitative study. *TQM Journal*, 33(1), 17–32. <https://doi.org/10.1108/TQM-09-2019-0216>
- Khurma, R. A., Aljarah, I., Sharieh, A., Elaziz, M. A., Damaševičius, R., & Krilavičius, T. (2022). A Review of the Modification Strategies of the Nature Inspired Algorithms for

- Feature Selection Problem. *Mathematics*, 10(3), 1–45.
<https://doi.org/10.3390/math10030464>
- Kitsios, F., Mitsopoulou, E., Moustaka, E., & Kamariotou, M. (2022). User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust in social networking sites. *International Journal of Information Management Data Insights*, 2(1), 100056.
<https://doi.org/10.1016/j.jjime.2021.100056>
- Kremez, Z., Frazer, L., Quach, S., & Thaichon, P. (2023). *Collaboration, communication, support and relationships in the context of ecommerce within the franchising sector*. 1–23.
- Lee, V., Park, S., & Lee, D. (2022). The Effect of E-commerce Service Quality Factors on Customer Satisfaction, Purchase Intention, and Actual Purchase in Uzbekistan. *Global Business and Finance Review*, 27(3), 56–74.
<https://doi.org/10.17549/gbfr.2022.27.3.56>
- Li, Z., Fu, J., Zhou, X., Gui, S., Wei, L., Yang, H., Li, H., & Guo, X. (2023). Ionic Conduction in Polymer-Based Solid Electrolytes. *Advanced Science*, 10(10), 1–18.
<https://doi.org/10.1002/advs.202201718>
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100–112.
<https://doi.org/10.1016/j.jbusres.2021.12.031>
- Pérez-Amaral, T., Valarezo, A., López, R., Garín-Muñoz, T., & Herguera, I. (2020). E-commerce by individuals in Spain using panel data 2008–2016. *Telecommunications Policy*, 44(4). <https://doi.org/10.1016/j.telpol.2019.101888>
- Santiago, D., Kartikasari, C. Y., & Prarono, A. H. (n.d.). *E-COMMERCE DAN WTO : VISUALISASI BIBLIOMETRIK ATAS TREN DAN POLA PENELITIAN GLOBAL* Dicky Santiago , Cynthia Yohanna Kartikasari , Aluisius Hery Prarono Keywords : Kata Kunci : e-commerce , regulation , global economy , WTO . Corresponding author : Dicky S. 11(3), 1530–1547.
- Schivinski. (2021). *Effects of social media brand-related content on fashion products buying behaviour- a moderated mediation model*.
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53(March 2022), 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Sheth, J. (2020). Since January 2020 Elsevier has created a COVID-19 resource centre with free information in English and Mandarin on the novel coronavirus COVID-19. The COVID-19 resource centre is hosted on Elsevier Connect , the company ' s public news and information. *Journal of Business Research*, January, 280–283.
- Sugiono, Noerdjanah, & Wahyu, A. (2020). Uji Validitas dan Reliabilitas Alat Ukur SG Posture Evaluation. *Jurnal Keterampilan Fisik*, 5(1), 55–61.
<https://doi.org/10.37341/jkf.v5i1.167>
- Utami, G. R., & Saputri, M. E. (2020). PENGARUH SOCIAL MEDIA MARKETING TERHADAP CUSTOMER ENGAGEMENT DAN LOYALITAS MEREK PADA AKUN INSTAGRAM TOKOPEDIA under a Creative Commons Attribution (CC-BY-NC-SA) 4.0 license CORE View metadata, citation and similar papers at

- core.ac.uk provided by Electronic Journal Fakultas Ekonomi UNIA (Universitas Islam Attahiriyah). *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 185–198. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388>
- Wei, W. (2022). Information and Communication Technologies in Tourism 2022. *Information and Communication Technologies in Tourism 2022*, 245–255. <https://doi.org/10.1007/978-3-030-94751-4>
- Wibowo, C. A., & Laksamana, P. (2023). Pengaruh Pemasaran Media Sosial dan Hubungan Pelanggan pada Loyalitas Merek dengan Keterlibatan Pelanggan Sebagai Variabel Intervening. *J-MAS (Jurnal Manajemen Dan Sains)*, 8(1), 1032. <https://doi.org/10.33087/jmas.v8i1.1029>