

# Influence of Customer Engagement on E-WOM and Repurchase Intention Through Customer Equity of Masculine Cosmetic Products (Study on Tokopedia & Shopee Users)

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## Abstract

This paper purposes to obtain evidence of whether there is a direct or indirect influence between customer engagement, Customer equity, e-WOM, and Repurchase intention on m-commerce customers (Tokopedia and Shopee) in Indonesia. This paper applies a quantitative research approach with explanatory research methods and in-depth descriptive analysis. This study uses infinite population for the population used, because the number of users of the Tokopedia or Shopee m-commerce applications in Indonesia is not accurately recorded, with predetermined criteria. The nonprobability sampling method chosen by the author in this paper as a sampling technique used using purposive sampling technique, because the unlimited population size, then 5% margin of error, with 95% confidence level, and 50% population proposition resulted from the calculation is as many as 385 samples of m-commerce users who have purchased masculine cosmetics as sample respondents. The data analysis technique uses an associative, quantitative and SEM-PLS approach. For novelty or novelty in this research, researchers have scientific suspicions on two other drivers of customer equity, namely; Value Equity, and Relationship Equity can directly influence the occurrence of e-WOM and use m-commerce user respondents who have purchased masculine cosmetic products. Results of the study showed that all variables have a positive influence on each other, either directly or indirectly and significantly, except for the customer engagement variable on repurchase intention which showed no significance. The impact of the study could be a reference for m-commerce in increasing users and directing them to constructive goals.

**Keywords:** Customer Engagement, Customer Equity, e-WOM, Repurchase Intention, Shopee, Tokopedia.

## 1. Introduction

Shopping in the 2020s until now, people around the world are increasingly using m-commerce in their shopping activities. Some of the causes of this phenomenon; because traditional shopping (face-to-face) is no longer effective (Ningrum & Arif, 2022); The outbreak of COVID-19 (Hermawan, Komalawati, et al., 2021; H. A. Islam & Balqiah, 2021; K. H. Kim et al., 2021); ease of finding product or brand information on m-commerce (Ho & Chung, 2020; Zhao et al., 2019); ease of access from various corners of the city, even countries and easy payments through payment digitization (H. A. Islam & Balqiah, 2021; Utami et al., 2022; Zaid & Patwayati, 2021). Business opportunities in m-commerce are very promising to be developed further, if traced back m-commerce is a derivative of e-commerce and a derivative of e-business (Hermawan, Patmi Rahayu, et al., 2021). So that m-commerce becomes a new



battlefield for building brands and improving company performance and this makes it a competitive area in winning customers (Lim et al., 2022; Patmi Rahayu & Ulumiyah, 2021; Utami et al., 2022).

M-commerce competition in Indonesia is led by two (2) digital trading companies that are currently competing, namely Shopee from Singapore and Tokopedia from Indonesia. The competition between m-commerce on Tokopedia and Shopee has made researchers want to further examine the character of each m-commerce customer. Given the different characteristics of the two m-commerce, where there are several special characteristics that distinguish the two, thus forming different behaviors for their users. Based on previous research, Shopee is used for cheap purchases or daily needs and tends to be used by women. While Tokopedia is used to buy products that are hobby, segmented, unique and tend to be used by men, but it all comes back to the tendencies of the users themselves (Fachriyan et al., 2022).

Back to the various conveniences of m-commerce, one of which is the interaction between customers on Tokopedia or Shopee before making a transaction and what services are provided by the two m-commerce. This is what makes us interested in conducting further research in this research, researchers use customer engagement, Customer equity, e-WOM, and repurchase intention. Researchers get three different views on Customer Engagement, namely; first, the opinion of Van Doorn in the study (Utami et al., 2022), which leans towards the perspective of humanist behavior; Second, the opinion of Brodie, and Hollebeek in the study (Ho & Chung, 2020; Lim et al., 2022), which leans more towards the psychological state of customers; Third, the opinion of Vivek in the study (Molinillo et al., 2020), looking at customer participation and the relationship between brand activity and the brand or company's offerings. Customer Engagement is the interest of customers that comes from feelings, desires and motives that are stimulated in specific conditions provided by the manufacturer or seller. Where these conditions are to minimize the risk, disappointment or negative effects of purchasing a product or service and maximize the benefits and benefits for customers who will buy it. Customer Engagement is how far a company can attract the interest of customer behavior through customer attitudes towards the brand, customer purchase intentions towards the brand and customer loyalty (Lim et al., 2022).

The second variable studied is Customer Equity, According to Lemon, Rust, & Zeithaml in the study (Rizwan et al., 2021), there are indications of three causes of customer equity as follows; value equity, brand equity, and relationship equity (also known as retention equity). Increasingly a customer's engagement, then the higher the equity of the customer to the company as seen from the relationship between customers - the seller or with the m-commerce application provider. The value (satisfaction, benefits, etc.) felt by customers that has been presented by the m-commerce application provider or product seller, and the strength of the brand itself in the eyes of customers, whether it is valuable or just a place to buy.

Relationship equity, significant emotional customer relationship that arises from customer assessment of stimulating events, and is understood using emotional assessment theory (Cho & Chiu, 2020). The next main driver of customer equity is brand equity, indicated by the existence of "emotional bonding" to a particular brand, causing brand equity to become strong because the brand is easy to remember (Cho & Chiu, 2020). Brand equity is a customer's subjective assessment (feeling) of a brand, which cannot be reached through objective (logical) assessment (Ahmed et al., 2023). The things that cause brand equity to occur are brand awareness in the minds of customers (there is a fit from the heart), customer attitudes that are poured out towards the chosen brand and customer thoughts regarding brand ethics. Value equity is a customer's objective perception of the utility provided by a

brand or product based on his or her perception of the benefits relative to the cost (purchase) (Cho & Chiu, 2020).

After the formation of engagement and equity from customers, researchers assume that e-WOM behavior will emerge in shopping activities (both before, during, and after shopping). Most people will look for reviews before buying a product. In shopping, currently there are many considerations made by people before making purchases online, such as considering reviews given by previous users, or the image of a particular company or brand. E-WOM is informal communication directed to customers via the internet regarding the use or characteristics of a particular service or seller. (Patmi Rahayu et al., 2023; Stefanny et al., 2022). This is in accordance with the research results by (Thanh & Binh, 2019), e-WOM is a medium for conveying or reading reviews, satisfaction and things related to products, comfortably and reliably by customers in determining purchasing decisions in the future. It is common for consumers to make a purchase before making a purchase by looking for information related to the product they are going to buy, through comments from other consumers, product ratings, and the number of sales of the product. In this case, consumers who have shopped at m-commerce Shopee will provide their assessment of the product. Regardless of whether they are satisfied or dissatisfied with the product purchase, the consumer will share the product review with other consumers and indirectly they have given a positive review, "inviting other consumers to make repeat purchases of the same brand." (Anggarwati et al., 2023). The review feature on online shopping applications according to Hennig-Thurau in a study (Lim et al., 2022), identify e-WOM with positive or negative comments made by previous customers about the products (goods / services) that have been purchased. Where it is directed at the seller, and shows an influence on the further process to the next customer, namely the occurrence of a purchase or the occurrence of a repurchase with the same brand as the previous customer.

The occurrence of Repurchase Intention is based on customer satisfaction after purchasing a product (goods/services) and there is no repurchase intention if there is no satisfaction and "Churn" occurs (Thakur, 2019). Repurchase intention can be identified through the dimensions of transactional interest, referential interest, preferential interest, and explorative interest (Saputra & Khasanah, 2022). It is not always linear between customer satisfaction and repurchase intention which is caused by several factors, namely, price, retail brand, customer experience, culture, and communication media involvement (Molinillo et al., 2020). With the R-square score of the repurchase interest variable being 0.560 (56%), this shows that the diversity of the repurchase interest variable can be explained by service quality, sales promotion and customer satisfaction by 56% or in other words the contribution of service quality, sales promotion and customer satisfaction to repurchase interest is 56% (Al Faisal et al., 2022).

For novelty or newness in this study, researchers have questions from two other drivers of Customer Equity, namely; Value Equity and Relationship Equity, which are questions, can they be related to e-WOM directly because previous researchers were limited to only examining the relationship between customer equity and social media, brand resonance and brand community. Where Value Equity and Relationship Equity are two of the three drivers of Customer Equity. The next novelty is that this research was conducted on users or buyers in two well-known m-commerce applications in Indonesia, namely Tokopedia and Shopee. The last novelty is the purchase of masculine cosmetics "for men" on m-commerce applications, considering that the use of cosmetics is currently on the rise.

In order to focus on finding the objectives in this study, researchers used the purchase of masculine cosmetics "for men". Considering that cosmetics are now not only used by

women, and in terms of age, they also vary in purchasing these cosmetics. Cosmetic products are currently widely consumed by the general public. Cosmetics were initially consumed only by women to improve their appearance, that men must act masculine and women feminine, (Sihombing & Rakhmad, 2019). Men are currently required to appear "dandy" so that they use cosmetics (perfume, facewash, soap, and skincare) to appear confident and perfect (Diniyah et al., 2023). Masculine cosmetics are marked with the words "for men" (Diniyah et al., 2023; Syafikarani, 2021). Based on the narrative above, it is possible that women could use masculine cosmetic products because of their skin sensitivity or because they like the aroma (Maharani, 2019; Nabilla, 2019). Respondents targeted as samples for this researcher were customers of m-commerce Tokopedia and Shopee.

## 2. Literature Review

### 2.1. S-O-R Model

As a basis for the theoretical framework, The S-O-R theory (Stimulus-Organism-Response). Researchers explain briefly as follows (S) here is stimulus. Stimulus is an external environmental factor of an organism that influences individuals to perform behavior. It is explained that (S) The stimulus is in the form of social cues, design, and the environment as well as external retail factors can influence subsequent behavior (Hewei, 2022; H. A. Islam & Balqiah, 2021; Thanh Khoa et al., 2020). Next, O (Organism) is a mechanism of psychic transformation of an individual, where the person internalizes and changes the surrounding stimuli into information (Hewei, 2022). Finally, (R) Response represents the individual's response to the content of external stimulus information that has been previously internalized so that relevant response behavior appears (Hewei, 2022; Thanh Khoa et al., 2020). Based on this theory, the researcher uses this S-O-R model as one of the theoretical framework foundations in this paper. Because the S-O-R model provides a structured research perspective and a strong theoretical foundation, to study the mechanism of the influence of customer engagement on repurchase intentions and the occurrence of e-WOM through intervening customer equity on m-commerce applications (Tokopedia and Shopee).

### 2.2. Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM)

This paper adopts Theory of Planned Behavior (TPB), as a theoretical basis for predicting a person's purchasing intention. That intention or desire can influence behavior, the greater the intention, the greater the possibility of someone doing it (Febrian & Fadly, 2020). According to Icek Ajzen, "where TPB is a derivative of the Theory of Reasoned Action (TRA)", (Theory of Planned Behavior) TPB is a comprehensive framework used to test, identify, and empirically realize what factors influence customer purchase intentions (Fatoki, 2020; Rizwan et al., 2021). According to Ajzen, there are three factors to measure the TPB, as follows; Attitude, Subjective norms, and behavioral control (Febrian & Fadly, 2020; Rizwan et al., 2021). Attitude is a person's behavioral belief based on the extent to which the person evaluates from the results of his thoughts what happens when making decisions, where attitude is one of the basic aspects as a human being as a thinking creature (Rizwan et al., 2021).

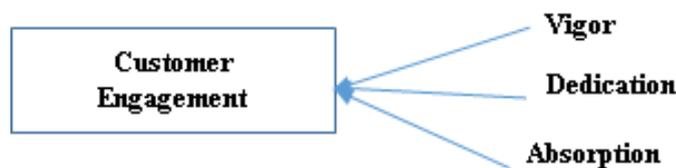
In this study, this attitude is the result of an evaluation in the customer's mind of the product to determine purchase intention. In the study (Thakur, 2019), conveying customer satisfaction influences the occurrence of purchase intention. Next, the researcher also adopted TAM theory (Technology Acceptance Model) to observe the social influence on the behavior

of using e-commerce technology in society and this in line with by research (T. Islam et al., 2021), assume that a technology will be adopted as a replacement for a previous technology if it is easy to use. According to Davis, "The TAM model theory proposes new technology that replaces previous technology with two conditions in influencing people's attitudes and behavior towards the technology, namely perceived usefulness and ease of use" (Ahmed et al., 2019; D. Khaled et al., 2021). Further on the TAM theory, perceived usefulness shows that people believe that using a particular system can increase their work efficiency, while ease of use shows that people believe that using a particular system can be easily used without any particular difficulties (Ahmed et al., 2019). Based on the TAM theory, it explains that Tokopedia and Shopee m-commerce users have found both elements (perceived usefulness and ease of use) in using the m-commerce application.

### 2.3. Customer Engagement

Specific and in-depth discussions on Customer Engagement variables have been widely studied by Van Doorn, et al., Brodie, et al., Hollebeek, Vivek, et al.,. The discussion of Customer Engagement according to Van Doorn is more on the behavioral perspective, while from a psychological perspective it is conveyed by Brodie, and Hollebeek (Lim et al., 2022). Slightly different from the two opinions above, from Vivek's opinion about customer engagement, his view is seen from the perspective of customer participation and relationships derived from the company's offering and branding activities. Collectively influential and get important attention in marketing media; brand attachment, commitment, loyalty, satisfaction, trust, engagement and value (Acharya, 2020; Lim et al., 2022).

Customer Engagement in the marketing field has three (3) important dimensions, namely cognitive, emotional and behavioral. Description of the three dimensions above is as follows; Absorption (i.e., cognitive or perceptual domain), Dedication (i.e., emotional or subjective domain) and Vigor (enthusiasm) (i.e., behavioral or activity domain) so that customer engagement is realized into Vigor, Dedication and Absorption. (Molinillo et al., 2020). Definition of Vigor, Dedication, Absorption as follows; Dedication is the ability of how high a person's mental resilience is when doing something whether there is an element of liking or not "so that it feels comfortable, making it stored in memory (Nawi et al., 2019)"; Absorption is characterized by a sense of significance, enthusiasm, analysis, identification, and inspiration in achieving a goal; Vigor is characterized by the achievement of behavior and experience such as someone who when doing something without feeling tired and bored (Molinillo et al., 2020).



**Figure 1. Customer Engagement Framework Molinillo**

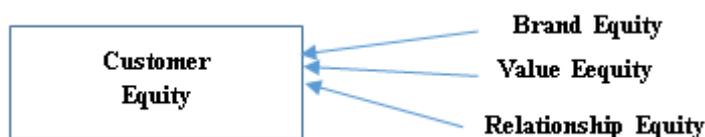
Source: processed by researcher (2023)

### 2.4. Customer Equity

Customer equity is used as a long-term relationship asset with customers, based on relationships that have been well-built since the beginning and have lasted for a long time (Sun et al., 2019). Also supported by Lemon's opinion, states that customer equity can be a major component for manufacturers because what is embedded in the minds of customers (things that are not physically visible) makes manufacturers follow what customers want (for example,

taste, value or price, comfort, and others) unconsciously (Ningrum & Arif, 2022). This shows how the role of customer equity can determine various decisions that will be taken by manufacturers.

According to Lemon in research (R. B. Kim & Chao, 2019; Ningrum & Arif, 2022), there are three things that influence occurrence of customer equity, namely value equity; brand equity; and relationship equity. According to Lazarus, Customer Equity is significant emotional relationship of customers that arises from customer assessment of stimulating events, and is understood using emotional assessment theory (Cho & Chiu, 2020). In the occurrence of customer equity from a marketing perspective According to Lemon in his research (Ho & Chung, 2020; R. B. Kim & Chao, 2019; Ningrum & Arif, 2022), there are three (3) main drivers of customer equity, namely; Value Equity, Brand Equity, and Relationship Equity.



**Figure 2. Customer Equity Framework Lemon**

Source: processed by researcher (2023)

### 2.5. Repurchase Intention

In study (Saputra & Khasanah, 2022), it is stated that repurchase intention can be identified through the dimensions of transactional interest, referential interest, preferential interest, and explorative interest of a person. With the following brief explanation, transactional interest is when someone will buy a product or brand that they have or have consumed due to their subjectivity towards the goods or services (Saputra & Khasanah, 2022). Referential interest is the experience of purchasing goods or services that have been purchased that triggers a person's desire or not to refer the goods or services, so that they can also be purchased by other people based on the previous person's consumption experience reference (Saputra & Khasanah, 2022). Next, preferential interest is an interest that describes the behavior of a person who always has a primary preference or primary suggestion for goods or services that have been consumed and this preferential interest can be "replaced" if something happens to the goods or services of his preference (Saputra & Khasanah, 2022). Explorative interest is an interest that describes a person's behavior in seeking information, comparing, and exploring goods or services that interest them and suit their needs, and seeking information that supports (positive characteristics) of the goods or services they will purchase (Saputra & Khasanah, 2022).

In measuring the Repurchase Intention variable, three (3) indicators are used, as follows; (1). Intention to repurchase, is the intention from within; (2). Possibly repurchase, is the possibility of repeat purchases; and (3). Intention to purchase to other products, is the intention to repeat purchases on other products (Ho & Chung, 2020; Thanh Khoa et al., 2020).

### 2.6. e-WOM

The swift development of internet digitalization, using of electronic word of mouth (e-WOM) as communication between inter-customers or customers-producers is increasingly in demand as a useful tool for searching or exploring something that someone will buy. E-WOM is defined as an open dynamic occurrences and ongoing exchange of information between potential consumers, actual consumers, and previous consumers regarding a product (goods or services), how to services, brands or companies that are presented openly to the public and

can be read by anyone via the internet (Acharya, 2020; Ismagilova et al., 2021; Verma & Yadav, 2020).

Before the emergence of the e-WOM phenomenon, WOM had already been in effect. Where Arndt defines "WOM behavior as face-to-face interaction between customers regarding services, products or brands (by telling their experiences)" (Kanje et al., 2019; Verma & Yadav, 2020). WOM activities can be traced to be the oldest form of marketing communication through much previous literature or research and have existed long before the existence of print media, television and radio and not to forget the presence of the internet itself. It has been discussed that WOM influences a person's purchasing behavior, can create strong bonds such as with relatives and can also create bonds with close friends, colleagues, and even with strangers. Researchers using three indicators as follows; (1) *e-WOM Seeking*, is how intense the search for information on masculine cosmetic products is through e-WOM; (2) *e-WOM Giving*, is how intense the giving of information on masculine cosmetic products is through e-WOM; and (3) *e-WOM Passing On*, is how intense the feedback on masculine cosmetic products is through e-WOM (Kanje et al., 2019).

## 2.7. Previous Research

**Table 1. Relevant previous research**

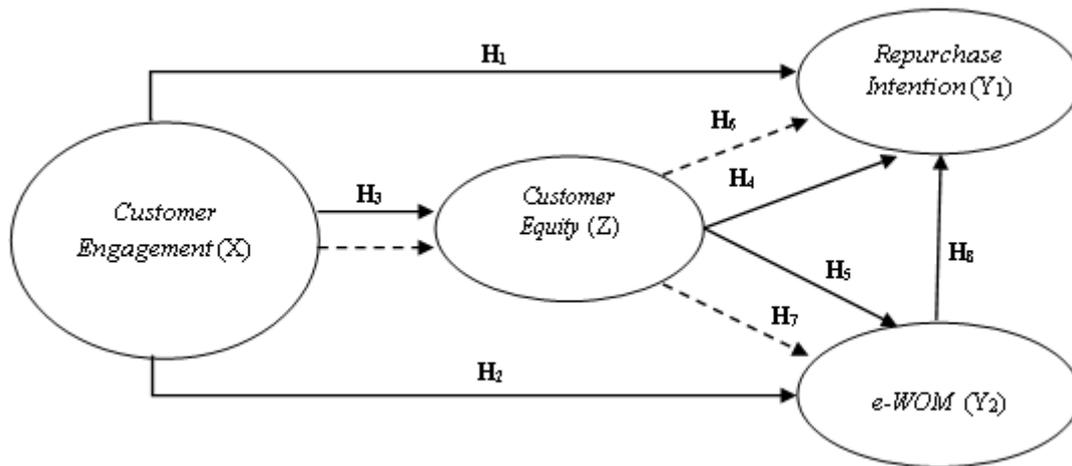
Article	Author	Hypothesis
The Relationship between online trust, customer engagement and e-WOM	Thanh & Binh, 2019	H2, H5, H7
Customers Equity and purchase intention in the fashion industry through social media marketing activities among Generation Y.	Nawi, et al., 2019	H1,H3,H4, H6
Electronic WOM and customer purchase intentions in social e-commerce.	Zhao, et al., 2019	H1,H2,H4, H5
Examining the relationship between e-WOM, Consumer ethnocentrism, brands equity.	Sun, et al., 2019	H2,H3,H5, H7
Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites.	Molinillo et al., 2020	H1,H2, H3, H4
Customer engagement and e-WOM in tourism.	Kanje et al., 2019	H1, H2, H7
The moderating role of customer engagement experiences in customer satisfaction–loyalty relationship.	Thakur, 2019	H1, H2
Customer engagement, Customer equity and repurchase intention in mobile apps.	Ho & Chung, 2020	H1,H3, H4, H6
The Growing complexity of customer engagement: a systematic review.	Rosado-Pinto & Loureiro, 2020	H1, H2, H3
The Impact of brand familiarity, customer brand engagement and self-identification on Word of Mouth.	Acharya, 2020	H2, H5, H7
The impact of customer satisfaction with e-WOM brand equity on e-commerce purchase intention in Indonesia moderated by culture.	Febrian & Fadly, 2020	H2, H3, H4, H5, H8
The effect of brand equity dimensions on repurchase intention.	Aquinia & Soliha, 2020	H4, H6
Factors affecting customer relationship and the repurchase intention of designed fashion products.	Thanh Khoa et al., 2020	H1, H4
A meta-analysis of the factors affecting e-WOM providing behavior.	Ismagilova et al., 2020	H2, H5, H7

Past, Present, Future of e-WOM.	Verma et al., 2020	H2, H5, H7, H8
Sport nostalgia builds customer equity and future behavior.	Cho & Chiu, 2020	H2, H3, H5, H7
E-wom, trust and engagement: Its impact on brand equity.	Puma & Contri, 2020	H2, H3, H5, H7
Digital Service innovation, Customer Engagement and Customer Equity in AR marketing.	K. H. Kim et al., 2021	H3
Loyalty and customer engagement in online grocery shopping in Indonesia.	Islam & Balqiah, 2021	H1, H2, H6, H7
The Role of interactivity on Customer engagement in mobile e-commerce applications.	Utami et al., 2021	H1, H2, H3, H6, H7
Exploring the relationship of marketing & technological innovation on store equity, word of mouth and satisfaction.	D. Khaled et al., 2021	H2, H5, H7
Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates.	Rizwan et al, 2021	H3, H4
<i>Analisis Pengaruh customer engagement terhadap repurchase intention dengan brand equity dan social media agility sebagai variabel intervening (Studi pada pengguna smartphone Iphone Apple).</i>	Saputra & Khasanah, 2022	H1, H2, H3, H4
<i>Pengaruh Customer Engagement terhadap repurchase intention dengan Customer Equity sebagai variabel mediasi.</i>	Ningrum & Arif, 2022	H1, H3, H6
Past, present, and future of customer engagement.	Lim et al., 2022	H1, H2, H3, H6, H7
The Influence of perceived value on customer loyalty through customer satisfaction and customer engagement as a mediating variable on customers PT. Jinom Ponorogo.	Ihsan et al., 2023	H1
Effect of social media marketing of luxury brands on brand equity, customer equity, and customer purchase intention.	Ahmed et al., 2023	H1, H3, H4, H6

Source: processed by researcher (2023)

### 3. Methods

Researcher chose to use a quantitative research approach, descriptive method and explanatory research applied in this study. The reason researchers use quantitative research is because this research tests the hypotheses that have been made and to determine the influence between variables based on numbers (data). The quantitative approach will allow researchers to record and process data involving numbers (scores) or a collection of scores from questionnaires as research instruments in quantitative methods. Quantitative research methods are based on the positivist nature of a science, applied to a sample that has been counted and sorted taken from a wider population (Creswell & Creswell, 2018). This means that data collection here uses a questionnaire instrument, data analysis is quantitative (in the form of numbers) or statistics, and has the aim of testing previously made hypotheses. With 4 (four) variables studied in this study, as follows; the independent variable in this study is customer engagement as (X), the dependent variable in this study is repurchase intention as (Y1), the next dependent variable in this study is e-WOM as (Y2), and the mediating variable in this study is customer equity as (Z) on masculine cosmetic customers in m-commerce Tokopedia and Shopee. By proposing eight hypotheses to be tested in this paper.



**Figure 3. Research design chart**  
Source: processed by researcher (2023)

Due to the large number of m-commerce users in Indonesia (especially Tokopedia and Shopee), the population in this research is categorized as an infinite population. Infinite Population, where the number of members in the population does not allow researchers to calculate the total population and cannot be known with certainty and is unlimited. (Creswell & Creswell, 2018). Because the number of Tokopedia and Shopee application users is infinite, the exact number is the population in this study, with the criteria which are most frequently used (Ho & Chung, 2020; Utami et al., 2022). The criteria used in this study are as follows: choose one of the m-commerce (tokopedia or shopee); shopping at least 2 (two) times in one month (Ningrum & Arif, 2022); aged equal to or more than 18 years (Ho & Chung, 2020; Ningrum & Arif, 2022); and domiciled in Indonesia.

The nonprobability sampling method is the sampling method used in this study. The nonprobability sampling method is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample (Creswell & Creswell, 2018). Researchers in taking samples to fill out the questionnaire used the purposive sampling technique. (Creswell & Creswell, 2018), stated that purposive sampling is a sampling determination technique with certain considerations that have been determined by the researcher.

Considering the number of active Tokopedia or Shopee customers and m-commerce applications installed on smartphones cannot be known precisely and certainly. Therefore, in determining the number of samples in this paper, the "sample size calculator" tool is used, available on the "calculator.net" site. With the calculation criteria of unlimited population size, 5% margin of error, 95% confidence level, and 50% population proposition, so that the results obtained from the calculation are 385 samples as sample respondents in this paper.

#### 4. Results and Discussion

Researcher's choice in analyzing the path using the PLS (Partial Least Square) analysis method for the reasons; testing all variables, both direct and indirect influences between variables in this study comprehensively, many constructs, examining the distribution of data distribution. In line with research Hair (2019) "Researchers should consider the following, when choosing the PLS-SEM method for analysis because; to test the theoretical framework from a prediction perspective; includes many constructs; indicators and/or relationships between models; complexity of theory exploration; research using secondary data, data in the

form of numbers; paying attention to the distribution of distribution; when researchers need latent variable scores for further research" (Hair et al., 2019). The data analysis method with PLS-SEM allows researchers to estimate complex models with many constructs, indicator variables and structured paths without imposing distributional assumptions on the data. "For data analysis that emphasizes prediction with causal explanations of SEM, because PLS-SEM analysis focuses on analysis with a causal-predictive approach" (Hair et al., 2019). The variables and indicators in this study are as follows; Customer engagement variable with 3 (three) indicators, customer equity variable with 2 (two) indicators, repurchase intention variable with 3 (three) indicators, and e-WOM variable with 3 (three) indicators. Through the results of the PLS analysis, it will be known whether the influence between the variables has a positive and significant effect,  $p$ -value  $< 0.05$  or with a confidence interval level of 95%.

#### 4.1. Outer model test results

##### a.) Validity Test Results

##### Convergent Validity

**Table 2. Convergent Validity**

No.	Variable	Indicator	Outer Loading	Description
1.	Customer Engagement (CE)	CE1	0,896	Valid
		CE2	0,891	Valid
		CE3	0,920	Valid
2.	Customer Equity (CEQ)	CEQ1	0,902	Valid
		CEQ2	0,895	Valid
3.	Repurchase Intention (RI)	RI1	0,843	Valid
		RI2	0,845	Valid
		RI3	0,905	Valid
4.	e-WOM (EWOM)	EWOM1	0,906	Valid
		EWOM2	0,925	Valid
		EWOM3	0,887	Valid

Source : Data processed (2024)

Results of the convergent calculation of the validity of the research instrument in table 1 above show a strong level of validity and positive value, namely  $\geq$  score 0.6 for the indicators used in this paper. According to (Hair et al., 2019) "indicators with a weight below the standard score of 0.5 or 0.6 (for the ideal) mean that the indicator is invalid and must be removed or cannot be used". In this paper, there is an indicator that must be removed, namely the CEQ3 brand equity indicator. Returning to the results of the table above, the Customer Engagement (CE) variable in indicators CE1, CE2, and CE3 shows an outer loading value of CE1 = 0.896, CE2 = 0.891, CE3 = 0.920 so that the three indicators are declared valid to measure the Customer Engagement variable which shows that these indicators can validly reflect the customer engagement construct and can be used as an instrument.

Results of the next analyze of the mediation variables in this paper, the customer equity variable with two indicators (indicators CEQ1 and CEQ2) also showed good validity with significant outer loading. This shows that the role of the customer equity variable is effective in mediating the influence of the customer engagement variable on repurchase intention variable and the influence of the customer engagement variable on e-WOM variable. This means that the two customer equity indicators used can reflect very well.

Likewise, the indicators that measure the repurchase intention variable, namely indicators RI1 = 0.843, RI2 = 0.845, and RI = 0.905 also show outer loading scores with strong validity and positive values. The results of the next calculation on the e-WOM variable with three indicators also have high and valid outer loading scores, indicating a strong relationship with the constructs of the repurchase intention variable and e-WOM variable. In interpreting the validity convergent table in this paper, it means that eleven indicators with four variables can reflect all the variables they represent and can be used as instruments. Second, to obtain comprehensive and balanced results, it is usually juxtaposed with the results of the average variance extracted (AVE). So that all indicators are declared absolutely validity in measuring variables or dimensions if the AVE score is above 0.5. According to (Hair et al., 2019), "An acceptable AVE score is 0.50 or higher, assuming the construct explains at least 50% of the variance of its items".

**Table 3. Average Variance Extracted**

No.	Variable	AVE Score	AVE Standard	Description
1.	<i>Customer Engagement</i>	0,815	0,5	Valid
2.	<i>Customer Equity</i>	0,807	0,5	Valid
3.	<i>Repurchase Intention</i>	0,899	0,5	Valid
4.	<i>e-WOM</i>	0,932	0,5	Valid

Source: Data Processed (2024)

A brief summary of table 2 Average Variance Extracted (AVE), with green color that the variables in this study (CE, CEQ, RI and EWOM) show AVE scores that are greater than the AVE standard of 0.5. With this score, it means that all indicators (with 45 statement items) used in this study to reflect each construct variable can be stated as valid and can explain more than 50% of the item variance.

### Discriminant Validity

**Table 4. Discriminant Validity (Fornell-Larcker Criterion)**

	Customer Engagement	Customer Equity	e-WOM	Repurchase Intention
Customer Engagement	0,903			
Customer Equity	0,791	0,898		
e-WOM	0,895	0,802	0,906	
Repurchase Intention	0,823	0,812	0,888	0,865

Source: Data Processed (2024)

Discriminant validity in this paper is based on and considers the Fornell-Larcker criteria (Fornell-Larcker Criterion). The statistical results in this study must show the cross-loading score or diagonal score printed in bold in the table, must be greater than the cut-off value of 0.70. The Fornell-Larcker Criterion is used to achieve the extent to which indicators in a construct have discriminant validity against other constructs in the research structural model. Review of table 3, shows a score of (CE) 0.903; (CEQ) 0.898; (EWOM) 0.906; and (RI) 0.865 where each construct score is greater than the cutoff number (0.70) which means that all constructs are appropriate and fulfilled. Based on the display of the discriminant validity analysis data table, it means that all indicators used in this study have adequate discriminant validity. Thus strengthening confidence in measuring construct variables in this research instrument means that the statements presented by the researcher in the research instrument

do not make it difficult for respondents to provide correct and pure answers and can be properly accounted for.

### b.) Reliability Test Results

**Table 5. Internal Consistency Reliability**

No.	Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>	Description
1.	Customer Engagement	0,886	0,888	0,929	Reliable
2.	Customer Equity	0,761	0,761	0,893	Reliable
3.	Repurchase Intention	0,831	0,836	0,899	Reliable
4.	e-WOM	0,890	0,890	0,932	Reliable

Source: Data Processed (2024)

Looking at the table above, the cronbach's alpha score in this paper is greater than the specified threshold (0.6) from the cronbach's alpha column, so CE, CEQ, RI and EWOM agree to be declared reliable. Furthermore, looking at the composite reliability score in this paper is also greater than the specified number (0.7). This paper shows that all CE, CEQ, RI, and EWOM variables are RELIABLE in terms of the scores presented (cronbach's alpha and composite reliability). This means that all of these items represent their respective variables and can be used for other studies as long as the variables and other elements used are similar, because the items in this paper have high reliability scores. Moreover, it can be used in this study because it is guaranteed to be accurate and precise.

### 4.2. Structural model test results (Inner Model)

#### Goodness of Fit Model

**Table 6. Goodness of Fit Model**

No.	Endogenous Variable	<i>Adjusted R-Squared</i>	Description	<i>Q-Squared Predict</i>	Description
1.	Customer Equity	0,624	Moderate	0,622	Strong
2.	Repurchase Intention	0,815	Strong	0,675	Strong
3.	e-WOM	0,824	Strong	0,801	Strong

Source: Data Processed (2024)

Reviewing the Goodness of Fit Model table can be explained, First, the R2 score of the customer equity variable is 62.4% (0.624) with this score included in the moderate diversity category to build an empirical construct model. The contribution of data distribution diversity from exogenous variables (CE) covers 62.4% of the endogenous variable (customer equity). In addition, it means that there is another contribution of 37.6% from other variables outside this research. Switching to reviewing the Q-squared score generated from the customer equity variable in this research of 62.2% (0.622), the score is greater than zero (0) and greater than the Q-Squared threshold of 50%. With this score, the CEQ variable has a STRONG category in predictive validity. Second, the R2 score of the repurchase intention variable is 81.5% (0.815) with this score included in the strong diversity category to build an empirical construct model. The contribution of data distribution diversity from exogenous variables (CE) covers 81.5% of the endogenous variable (repurchase intention). In addition, it means that there is another contribution of 18.5% from other variables outside this research. Moving on to reviewing the Q-squared score generated from the repurchase intention variable in this research of 67.5%

(0.675), the score is greater than zero (0) and greater than the Q-Squared threshold of 50%. With this score, the RI variable has a STRONG category in predictive validity.

Third, the R<sup>2</sup> score of the e-WOM variable is 82.4% (0.824) with this score included in the strong diversity category for building an empirical construct model. The contribution of data distribution diversity from exogenous variables (CE) covers 82.4% of the endogenous variable (e-WOM). In addition, it means that there is another contribution of 17.6% from other variables outside this research. Switching to review the Q-squared score generated from the e-WOM variable in this study of 80.1% (0.801), the score is greater than zero (0) and greater than the Q-Squared threshold of 50%. With this score, the e-WOM variable has a STRONG category in predictive validity. This finding indicates that the empirical construct model in this paper is able to effectively predict and explain the distribution variance of exogenous variables against its endogenous variables (CEQ, RI, EWOM). So that overall it can provide a positive contribution and is categorized as strong in predictive validity in the context of this paper. Furthermore, to measure the overall model fit evaluation based on the criteria recommended in smartPLS, the GoF Model score can also be seen through the quality index table in the table below.

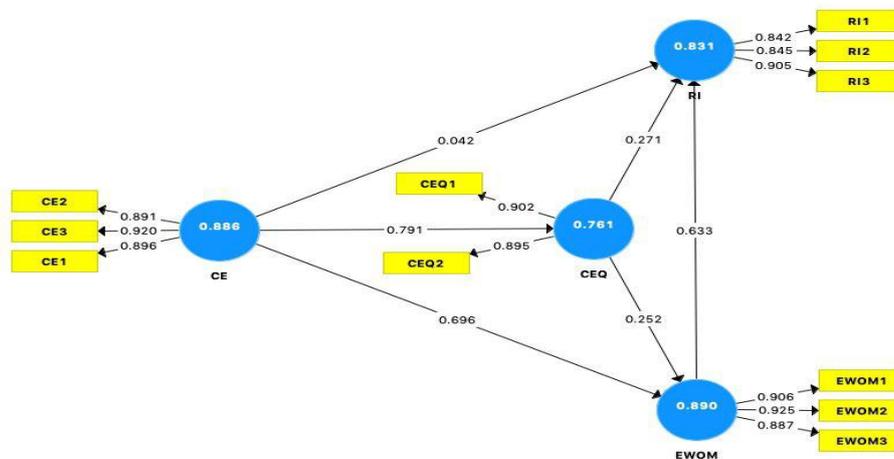
**Table 7. Quality Index**

Mean AVE	Mean R-Square	GoF Index	Description
0,863	0,754	0,806	High

Source: Data Processed (2024)

Reviewing the quality index table, the mean AVE score is 0.863 and the mean R-Square score is 0.754 which displays the GoF Index score of 0.806, the score is in the High category. This means that the measurement model and structural mode have a high fit by the quality of the diversity of empirical data on the instrument data. It can be concluded that the empirical data model in this paper has a high fit to the measured instrument data. This finding indicates that the endogenous variables (customer equity, repurchase intention, and e-WOM) included in this empirical model are able to explain well, explain the relevance and accuracy of the exogenous variable variance model with respondents of masculine cosmetic product customers.

### Hypothesis Testing Results



**Figure 4. SmartPLS Path Chart**  
Source: Processed by researcher (2023)

Assisted by smartPLS 3.2.9 to test the results of the hypothesis test of the exogenous influence on endogenous variables through direct and indirect paths. Using  $\rho$ -value  $<0.05$  or with a 95% confidence interval level and a positive path coefficient is proposed as the hypothesis testing criteria in this paper. According to Hair (2019) "it can be stated that there is a positive and significant influence of exogenous variables on endogenous variables" (Hair et al., 2019). In the smartPLS application, it is done through bootstrapping.

**Table 8. Hypothesis testing of direct and indirect effects**

Exogenous Variable	Intervening Variable	Endogenous Variable	Path Coef	Indirect Coef	p-value	Desc	Significance
Customer Engagement	-	Repurchase Intention	0,042	-	0,473	Rejected	Not Significant
Customer Engagement	-	e-WOM	0,696	-	0,000	Accepted	Significant
Customer Engagement	-	Customer Equity	0,791	-	0,000	Accepted	Significant
Customer Equity	-	Repurchase Intention	0,271	-	0,000	Accepted	Significant
Customer Equity	-	e-WOM	0,252	-	0,000	Accepted	Significant
Customer Engagement	Customer Equity	e-WOM	-	0,199	0,000	Accepted	Significant
Customer Engagement	Customer Equity	Repurchase Intention	-	0,214	0,000	Accepted	Significant
e-WOM	-	Repurchase Intention	0,633	-	0,000	Accepted	Significant

Source: Data Processed (2024)

The results of the direct and indirect influence hypothesis testing can be explained as follows:

1) **H1:** There is a positive and insignificant influence between customer engagement and Repurchase intention on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the path coefficient is 0.042 with a  $\rho$ -value score of 0.473. Thus, **Hypothesis 1 is rejected and not significant.**

2) **H2:** There is a positive and significant influence between customer engagement and e-WOM on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the path coefficient is 0.696 with a  $\rho$ -value score of 0.000. According to previous studies, CE has a significant effect on e-WOM (Acharya, 2020; Febrian & Fadly, 2020; H. A. Islam & Balqiah, 2021; Ismagilova et al., 2021; Kanje et al., 2019; Molinillo et al., 2020; Rosado-Pinto & Loureiro, 2020; Thakur, 2019). Thus, **Hypothesis 2 is accepted and significant.**

3) **H3:** There is a positive and significant influence between customer engagement and customer equity on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the path coefficient is 0.791 with a  $\rho$ -value score of 0.000. Previous research also shows that CE has a significant effect on CEQ (Cho & Chiu, 2020; R. B. Kim & Chao, 2019; Puma & Contri, 2020). Thus, **Hypothesis 3 is accepted and significant.**

4) **H4:** There is a positive and significant influence between customer equity and repurchase intention on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the path coefficient is 0.271 with a  $\rho$ -value score of 0.000. According to previous studies, CEQ has a significant effect on RI (Aquinia & Soliha, 2020; Febrian & Fadly, 2020; Rizwan et al., 2021; Saputra & Khasanah, 2022). Thus, **Hypothesis 4 is accepted and significant.**

5) **H5:** There is a positive and significant influence between customer equity and e-WOM on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the path coefficient is 0.252 with a  $\rho$ -value score of 0.000. Thus, **Hypothesis 5 is accepted and significant.**

6) **H6:** There is an indirect effect between customer engagement on repurchase intention through customer equity on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the indirect coefficient path of the effect of customer engagement on repurchase intention through customer equity is 0.199 with a  $\rho$ -value score of 0.000. Thus, **Hypothesis 6 is accepted and significant.**

7) **H7:** There is an indirect effect between customer engagement on e-WOM through customer equity on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the indirect coefficient path of the effect of customer engagement on repurchase intention through customer equity is 0.214 with a  $\rho$ -value score of 0.000. Thus, **Hypothesis 7 is accepted and significant.**

8) **H8:** There is a positive and significant effect between e-WOM and repurchase intention on customers of masculine cosmetic products in m-commerce (Tokopedia or Shopee). Based on the hypothesis testing table, it can be explained that the path coefficient is 0.633 with a  $\rho$ -value score of 0.000. Thus, **Hypothesis 8 is accepted and significant.**

### 4.3. Discussion

#### 1) Influence of customer engagement on Repurchase intention.

From the hypothesis table shows that there is no significant influence of customer engagement to repurchase intention on masculine cosmetic customers in m-commerce (Tokopedia or Shopee). Despite the high customer engagement, based on the results of the research data above, it cannot significantly influence customer intention to repurchase masculine cosmetic products in m-commerce (Tokopedia or Shopee).

#### 2) Influence of customer engagement on e-WOM.

From the hypothesis table shows that there is a significant and positive influence of customer engagement to e-WOM on masculine cosmetic customers in m-commerce (Tokopedia or Shopee). By conveying the experience after the purchase delivered through the m-commerce of their choice. In line with the occurrence of high customer engagement, based on the results of the research data above, it can significantly influence customers to write their buying experience or tell stories about masculine cosmetic products in m-commerce (Tokopedia or Shopee).

#### 3) The influence of customer engagement on customer equity.

From the hypothesis table shows that there is a significant and positive influence of customer engagement on customer equity by masculine cosmetic customers in m-commerce (Tokopedia or Shopee). With the increasing involvement of a customer in the product, brand and all things related to the company, it also means that there is an increase in perception, product value and product brand of masculine cosmetics in m-commerce (Tokopedia or Shopee). This is based on the results of the research data above showing that the higher the customer engagement, the more likely it is to increase customer equity.

#### 4) The influence of customer equity on repurchase intention.

From the hypothesis table, it shows that there is a significant and positive influence of customer equity on repurchase intention by masculine cosmetic customers in m-commerce (Tokopedia or Shopee). By understanding the brand perception from the customer's mind, there is an intention to repurchase masculine cosmetic products through m-commerce (Tokopedia or Shopee). In line with the occurrence of high customer equity, based on the

results of the research data above, it can significantly influence customers' intention to buy masculine cosmetic products in m-commerce (Tokopedia or Shopee).

5) The influence of customer equity on e-WOM.

From the hypothesis table, it shows that there is a significant and positive influence of customer equity on e-WOM by masculine cosmetic customers in m-commerce (Tokopedia or Shopee). By understanding the brand perception from the customer's mind, customers will voluntarily tell their experiences after buying or using masculine cosmetic products through m-commerce (Tokopedia or Shopee). In line with the occurrence of high customer equity, based on the results of the research data above, it can significantly influence the willingness of customers to do e-WOM of masculine cosmetic products in m-commerce (Tokopedia or Shopee).

6) The influence of customer engagement on repurchase intention through customer equity.

From the hypothesis table, it shows that there is a significant and positive indirect effect of customer engagement on repurchase intention through customer equity by masculine cosmetic customers in m-commerce (Tokopedia or Shopee). With the increasing involvement of a customer in the product, brand and all things related to the company, it means that there is also an increase in perception, product value and product brand as well as the intention to repurchase masculine cosmetic products through m-commerce (Tokopedia or Shopee). This means that customer engagement has a positive and significant effect on repurchase intention through customer equity. This means that the higher the customer equity caused by the better customer engagement, the more likely it is to increase repurchase intention.

7) The influence of customer engagement on e-WOM through customer equity.

From the hypothesis table, it shows that there is a significant and positive indirect influence of customer engagement on e-WOM through customer equity by masculine cosmetic customers in m-commerce (Tokopedia or Shopee). With the increasing involvement of a customer in the product, brand and all things related to the company, it means that there is also an increase in perception, product value and product brand and the willingness of customers to tell their experiences after buying or using masculine cosmetic products through m-commerce (Tokopedia or Shopee). This means that customer engagement has a positive and significant effect on e-WOM through customer equity. This means that the higher the customer equity caused by the better customer engagement, the more likely it is to increase e-WOM.

8) The influence of e-WOM on repurchase intention.

From the hypothesis table, it shows that there is a significant and positive influence of e-WOM on repurchase intention by masculine cosmetic customers in m-commerce (Tokopedia or Shopee). By actively providing testimonials, suggestions, other things that are useful for supporting masculine cosmetic products or brands with the intention of repurchasing the product through m-commerce (Tokopedia or Shopee). In line with the occurrence of high e-WOM, based on the results of the research data above, it can significantly influence customer intentions to repurchase masculine cosmetic products in m-commerce (Tokopedia or Shopee).

9) Respondents with female gender are the most when compared to the proportion of male gender, namely with a percentage of 55.32% or 213 people. In second place are male respondents with a percentage of 172% or 172 people.

10) Respondents with m-commerce used to buy the most masculine products are Shopee with a percentage of 65.45% with a number of customers of 252. In second place are respondents

using m-commerce Tokopedia with a percentage of 34.55% with a number of customers of 133.

11) Respondents with the type of masculine products used, in first place is Garnier men, the number of customers is 87 with a percentage of 22.60%. In second place is the Kahf product, the number of customers is 75 with a percentage of 19.48%. Then in third place is Men's Biore, the number of customers is 70 with a percentage of 18.18%. Furthermore, in fourth place is MS Glow for Men, the number of customers is 68 with a percentage of 17.66%. In fifth place is Ponds Men, the number of customers is 44 with a percentage of 11.43%. Then in sixth place is Nivea men, the number of customers is 41 with a percentage of 10.65%.

## 5. Conclusion

So far, the review of this paper that has been done, the following are of concern: The Customer Engagement variable uses all indicators of Vigor, Dedication and Absorption (Molinillo et al., 2020). Next, the Customer Equity variable only uses two (2) indicators, namely: Value Equity, and Relationship Equity. Brand Equity is not included as an indicator because there is no suitability as an indicator for measuring this paper. But so that in future research all three can be used, "Value Equity, Brand Equity, and Relationship Equity" (Ho & Chung, 2020), namely Value Equity and Relationship Equity because they produce outer loading when tested SEM-PLS, they are removed from the indicators. The indicators of the next variable Repurchase Intention use the following indicators; Intention to repurchase, possible repurchase, Intention to purchase to other products (Ho & Chung, 2020; Thanh Khoa et al., 2020). Indicators of the last variable of this study; e-WOM Seeking, e-WOM Giving and e-WOM Passing-On (Kanje et al., 2019).

Customer engagement does not have a significant effect on repurchase intention, according to the data shown that high customer engagement cannot affect repurchase intention. Customer engagement affects e-WOM behavior, according to the data shown that with high customer engagement activity, it affects the increase in e-WOM activity. Customer engagement affects customer equity, according to the data shown that the higher the customer engagement, the more likely it is to increase customer equity. Customer equity affects repurchase intention, according to the data shown that increasing customer equity tends to increase repurchase intention. Customer equity affects e-WOM, This shows that if there is an increase in customer equity, it tends to increase e-WOM. Customer engagement affects repurchase intention through customer equity, according to the data means that an increase in customer understanding of customer equity caused by increasing customer engagement tends to increase repurchase intention. Customer engagement affects e-WOM through customer equity, meaning that there is an increase in customer equity caused by the increasing number of customer engagement activities, which tends to increase e-WOM. Finally, e-WOM affects repurchase intention, which shows that if there is an increase in e-WOM, it tends to increase repurchase intention.

Then for m-commerce users, the most are m-commerce users from Shopee, amounting to 65.45%. The results of the research in this article can be used as a reference for m-commerce actors in increasing the number of customers, retaining them, and what existing customers expect from m-commerce in Indonesia.

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