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Original Article

The Influence of Social Media Marketing, Brand Engagement, and Product Quality on Purchase Decisions Mediated by Purchase Intention (Case Study of Wardah Lipstick Products in Bandung City)

Ardhya Arifah Zahro[1*], Veronika Santi Paramita[2]

[1,2]Department of Management, Faculty of Economic and Business, Universitas Jenderal Achmad Yani, Cimahi, Indonesia
Email:[1] ardhyaarifah@mm.unjani.ac.id, [2] veronika.santi@lecture.unjani.ac.id

Abstract

Cosmetics are a very important need for women to maintain their beauty. Due to diverse consumer demand for cosmetics, manufacturers create various cosmetic variants. However, it is different with wardah lipsticks which have experienced a decrease in the sales index according to *the top brand index*. This research focuses on analyzing how social media marketing, brand engagement, and product quality impact the decision to purchase Wardah lipstick products in Bandung, with purchase intention playing a role as a mediator. The study employs a quantitative methodology and utilizes purposive sampling to gather data from 100 respondents, determined using the Lemeshauw formula. Respondents are Wardah lipstick users in the millennial and Gen Z age ranges. The analysis in this study uses multiple regression and path analysis. The findings reveal that social media marketing, brand engagement and product quality positively significantly affect purchase intention. Social media marketing positively and significantly affect purchasing decisions. Meanwhile, brand engagement and product quality have no effect on purchasing decisions. Purchase intention plays a role in mediating the influence of social media marketing, brand engagement, and product quality on purchase decisions. This study found that purchase intention greatly affects the purchase decision. This study emphasizes the important role of social media marketing, brand engagement, and product quality in consumer decision-making when buying products, especially in the competitive cosmetics market.

Keywords: Brand Engagement, Purchase Decision, Purchase Intention, Product Quality, Social Media Marketing

1. Introduction

The demands of the globalization era are driving rapid advancements in information technology. Initially, technology was designed to simplify human tasks, particularly routine activities. However, the rise of internet technology has transformed buying and selling patterns, making online transactions more prevalent. Social media is now a vital tool for digital marketing. A carefully crafted strategy, particularly focusing on content, is crucial in successfully using social media for promoting products to customers. The right content marketing approach can enhance brand engagement and foster stronger consumer connections (Pandrianto & Sukendro, 2018).

Brand engagement in content marketing on social media platforms, such as Instagram, is reflected through interactions like likes, comments, and saves (Sasabilah et al., 2024). Increasing brand engagement is closely linked to product quality, as high-quality products attract consumers and influence their purchasing decisions (Anggraeni & Soliha, 2020).

Purchase intention refers to an individual's desire to own a product, driven by the belief that it can fulfill their needs, ultimately motivating them to purchase it at a set price (Nafilah et al., 2019). A purchase decision involves evaluating different options based on available knowledge and choosing the most appealing item (Fasha et al., 2022). Consumer purchase decisions are influenced by various lifestyle factors, which significantly impact industries such as cosmetics, where consumer interest in cosmetic products continues to rise (Yanti et al., 2023).

Cosmetics play a vital role for women in maintaining their beauty, and the demand for these products is diverse. This has led cosmetic manufacturers to create various product variants to cater to different consumer preferences. However, the surge in cosmetic brands has also resulted in intense competition, with each company striving to innovate and differentiate itself. According to the top brand index, several cosmetic brands in the lipstick category have shown an upward trend over the past four years, while Wardah experienced a decline in its index. This decline, particularly in Wardah's lipstick products from 2021 to 2024, is believed to be linked to a decrease in consumer purchase intention, which ultimately affects purchasing decisions. It is suspected that factors such as social media marketing, brand engagement, and product quality have contributed to this decline in purchase intention.

The novelty of this study lies in its exploration of three key determinants, namely Social Media Marketing, Brand Engagement, and Product Quality and their impact on purchase decisions. This study will delve deeper into how various factors impact purchasing decisions, with a specific emphasis on consumer intentions to buy Wardah lipstick products in Bandung.

2. Literature Review

2.1. Social Media Marketing

Social media marketing involves using social media platforms to promote products or services to potential customers.   It involves interactions between influencers and consumers to gather information about the products or services being marketed. Consumers can exchange opinions or perceptions regarding the products/services offered based on their experiences. Social media marketing is a strategy utilized to drive website traffic and capture widespread attention through various social media platforms (Dwivedi et al., 2015; Saraswati & Tamonsang, 2024; Tuten, 2023). This marketing activity involves promoting organizational products or services through communication on social media, enabling direct interaction between consumers and producers via influencers who market the products or services.

2.2. Brand Engagement

A brand is an attribute that defines a product, making it the first thing that consumers recall. On the other hand, Brand Engagement refers to the level of personal motivation that consumers have towards a brand, which is shaped by context-related thinking. It is characterized by distinct stages: cognitive, emotional, and behavioral, all of which involve direct interaction with the brand (Kotler & Keller, 2016; Sarmad et al., 2020). Based on this definition, brand engagement is a channel that develops customer interest to engage in the brand and commitment to the brand.

2.3. Product Quality

Product quality is defined by how well a product can carry out its designated task. This encompasses elements like strength, consistency, precision, user-friendliness, maintenance convenience, and various features. High product quality reflects a product's ability to meet established quality specifications and differentiate it from competitors. Products with superior

quality tend to grow quickly and capture market share. Companies that produce high-quality products are more likely to be considered by consumers, as improvements in product quality also enhance the company's reputation and perceived value (Kotler & Amstrong, 2018; Wulandari et al., 2020; Yulistria et al., 2023). Hence, the quality of the product plays a significant role in influencing customer expectations and fulfilling their requirements.

2.4. Purchase Intention

Purchase Intention is the process through which an individual evaluates a product, leading to feelings of liking and pleasure (Aina & Ariyanti, 2024). This interest develops into a desire, which ultimately convinces the individual that the product can fulfill their needs, motivating them to want to own and purchase it at a set price. Purchase intention plays a crucial role in influencing consumer behavior, as it reflects an action based on previous understanding, including the decision to determine, use, and desire the product (Nafilah et al., 2019; Zulfa & Arifin, 2024).

Purchase intention refers to a consumer's decision-making process regarding whether to buy a product or not. It reflects the consumer's motivations and considerations when evaluating a purchase (Ivanka et al., 2023). This concept is closely tied to the factors influencing a consumer's interest in acquiring a product, either for immediate use or future needs.

2.5. Purchase Decision

A purchase decision is the consumer's action in selecting a product or brand to fulfill their needs and desires (Sudarman & Sabaruddin, 2024). This decision involves a structured process in which consumers evaluate and determine the most preferred brand from their available choices. Psychological factors such as perception, confidence, and attitude significantly influence purchase decisions. According to Kotler & Keller (2016), Pramudita (2024), and Wiranata et al. (2021), the process of buying something involves five steps: recognizing the issue, looking for information, considering different options, deciding to make a purchase, and how you act after buying it.

3. Methods

This research uses the purposive sampling method, which uses certain criteria. The sample size used by 100 respondents was determined from the Lemeshauw formula. Respondents in the millennial age range and Gen Z who are users of Wardah lipstick. This study follows a quantitative research methodology in its analysis. The primary data was collected through surveys given to participants, who had to select from various response options for each question. The surveys were distributed to individuals in the millennial and Gen Z demographics in Bandung, who are consumers of Wardah lipstick. Multiple regression data analysis and path analysis are utilized in this study through SPSS 26 software to investigate the direct and indirect impact of social media marketing factors, brand engagement, and product quality on consumers' purchase choices. The study also examines how purchase intention mediates the influence of social media marketing, brand engagement, and product quality on purchase decisions.

4. Results and Discussion

4.1. Research Results

4.1.1. Result Path Analysis

Referring to the regression output of Model I in the table of coefficients, it is evident that the significance values for the three variables—X1: 0.044, X2: 0.001, and X3: 0.015—are all smaller than 0.05. This indicates that Regression Model I, which includes Social Media Marketing, Brand Engagement, and Product Quality, has a significant effect on Buying Interest. The Model Summary table shows an R-squared value of 0.551, indicating that X1, X2, and X3 explain 55.1% of the variation in Buying Interest, leaving 44.9% to be influenced by other factors outside the scope of this study. Furthermore, the calculation for e1 can be determined using the formula e1 = √(1 - 0.551) = 0.67. As a result, the structural model I is represented by the following path diagram:
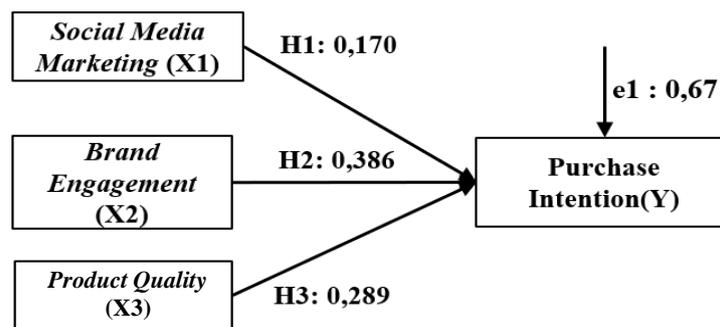

Figure 1. Regression Model Path 1

Based on the output of Model II Regression in the SPSS Coefficients table, the significance values for the four variables are as follows: X1: 0.00, X2: 0.414, X3: 0.052, and Y: 0.00. From these values, it can be concluded that Social Media Marketing (X1) and Buying Interest (Y) have significance values less than 0.05, indicating that they have a significant effect on Purchase Decision. On the other hand, Brand Engagement (X2) and Product Quality (X3) have significance values greater than 0.05, suggesting that they do not significantly impact the Purchase Decision. In the Model Summary table, the R-squared value is 0.614, indicating that X1, X2, X3, and Y together account for 61.4% of the variance in the Purchase Decision, leaving 38.6% for other unknown variables. By using the formula e1 = √(1 - 0.614) = 0.62, one can calculate the value of e1. The structural model II's path diagram is shown below.
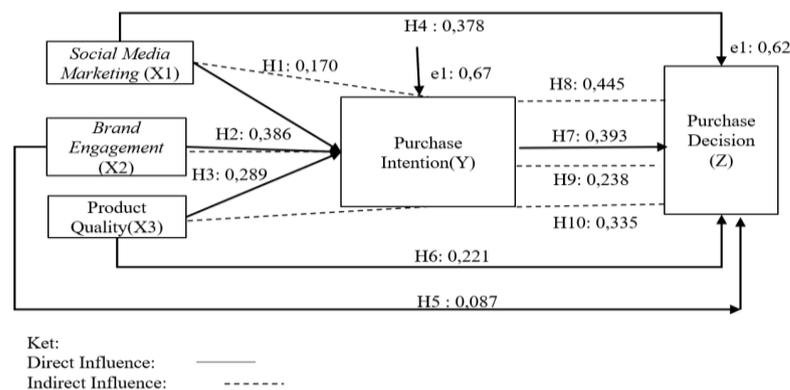

Figure 2. R egression Model Path 2 Multiple Regression Result

Table 1. Validity and Reliability Test

Variable	Validity	Reliability
Social Media Marketing	Valid	0,949
Brand Engagement	Valid	0,949
Product Quality	Valid	0,949
Purchase Intention	Valid	0,949
Purchase Decision	Valid	0,949

Source: SPSS 26 (2024)

Table 1 is the results of the validity test based on the value of the Pearson correlation. According to Sugiyono (2017), the measurement of the validity of the questionnaire can be done using a product moment with the criterion that if r statistic > r table, then the question item is valid, and vice versa if the value of r statistic ≤ r table, then the question item is invalid. Based on the results of the validity test using the product moment seen from the value of the Pearson correlation of each question item the value of r statistic > r table, with r table of 0.20 which is obtained from the calculation of degrees of freedom (df), df = n - k (n = number of samples and k = number of variables) minimum number of samples 100 and number of variables 5 (100-5 = 95) then df 95 with r table 0.20, then it can be stated that the questionnaire question items of each of these variables are valid.

The reliability test results used the Cronbach Alpha method. The method used is Cronbach Alpha. According to Bougie & Sekaran (2019), Cronbach Alpha is a reliability coefficient that can show how well items in the overall items have positive correlation with each other. If the significance value of Cronbach Alpha > 0.6, then the measurement scale is reliable. From the results of the reliability test, the Cronbach Alpha score was obtained of 0.949 > 0.6, then all questionnaire items were declared reliable.

Table 2. Multiple Regression Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,181	1,221		3,425	,001
	Social Media Marketing	,173	,085	,170	2,038	,044
	Brand Engagement	,264	,074	,386	3,585	,001
	Product Quality	,206	,083	,289	2,481	,015

Dependent Variable: Purchase Intention

Source: SPSS 26 (2024)

In formulaic terms, according to Ghozali (2018), the basic equation of multiple regression is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$
$$Y = 4,181 + 0,173 + 0,264 + 0,206$$

Table 3. Multiple Regression Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,035	1,644		3,063	,003
	Social Media Marketing	,523	,110	,378	4,752	,000
	Brand Engagement	,082	,100	,087	,820	,414
	Product Quality	,214	,109	,221	1,968	,052
	Purchase Intention	,537	,130	,393	4,137	,000

Dependent Variable: Purchase Decision

Source: SPSS 26 (2024)

In formulaic terms, according to Ghozali (2018), the basic equation of multiple regression is as follows:

$$Z = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$
$$Z = 5,035 + 0,523 + (-0,082) + 0,214 + 0,537$$

4.2. Discussion

4.2.1. Direct Intention

A.   The Influence of Social Media Marketing on Purchase Intention

The hypothesis testing results indicate that the Social Media Marketing variable has a significant impact on purchase intention, as the significance value is less than 0.05 and the t-statistic value of 2.038 falls within the rejection area for H0, supporting the acceptance of Ha. This suggests that Social Media Marketing has a strong and meaningful influence on purchase intention. Social media marketing can help manufacturers market products online that can be reached by the audience, especially Wardah Lipstick consumers. Marketing through social media creates two-way communication between producers and consumers that can benefit both parties. The easily accessible information online, along with additional features, play a crucial role in helping customers identify Wardah Lipstick products more easily. This could potentially influence their intention to purchase Wardah Lipstick products. So, the existence of Social Media Marketing is a means for consumers to make choices about the products they need.

B.   The Effect of Brand Engagement on Purchase Intention

The study results indicate that the regression test for Brand Engagement has a significance value of 0.000, which is less than 0.05. This suggests that the Brand Engagement variable has a positive and significant impact on purchase intention. The t-statistic value of 3.585 falls within the rejection region of H0 and supports the acceptance of Ha. Therefore, it can be inferred that brand engagement plays a crucial role in influencing purchase decisions. It is accepted to show that Brand Engagement is one of the important aspects of a product. The existence of a brand in a product will create confidence in consumers and allow purchase intention.

C.   The Effect of Product Quality on Purchase Intention

The findings from the hypothesis test calculation indicate a rejection of H0 and acceptance of Ha with a result of 2,481. With a significance value of 0.00 < 0.05, it can be inferred that the Product Quality variable greatly impacts purchase intention positively. Therefore, it is imperative for the company to prioritize superior product quality that can effectively communicate the value of the product. Product quality can foster a first impression on consumers, which will provide positive things so that there is an increase in purchase intention for consumers.

D.   The Effect of Social Media Marketing on Purchase Decisions

Referring to the hypothesis test research findings, the significance value of the Social Media Marketing variable on Purchase Decisions was 0.00 < 0.05 and calculated as 4.752. Judging from the t-statistic value of H0's rejection and Ha's acceptance, Social Media Marketing has a considerable impact on Purchase Decisions, ultimately leading to positive outcomes. This form of marketing stands out for its effectiveness in providing product information and fostering consumer engagement. The seamless communication on social media platforms plays a vital role in influencing the purchasing choices of consumers.

Therefore, it can be asserted that Social Media Marketing has the potential to enhance Purchase Decisions.

E. The Effect of Brand Engagement on Purchase Decisions

The results of the research revealed a significance level of 0.414<0.05 and a t-score of 0.820. Considering the t-test hypothesis, the significance level is above 0.05. Ho was not supported while Ha was supported, indicating the weak and unfavorable impact of the Brand Engagement factor on Purchase Decisions. Brand engagement on social media platforms, both Instagram and others, refers to consumer interaction, engagement, and response to the content posted by the product brand, in this case Wardah Lipstick. The presence of intense interactions and the ability to share visual content make it an ideal platform for content marketing and brand engagement. However, the consumers involved are less likely to choose the Wardah Lipstick brand when they are in the purchase decision making stage.

F. The Effect of Product Quality on Purchase Decisions

According to the results of hypothesis testing, the significance value of 0,052 > 0,05and a calculated value of 1.968 indicate that the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected. This suggests that Product Quality hasn't a strong and negative impact on Purchase Decisions. In conclusion, it can be inferred that product quality encompassing factors such as durability, features, design, reliability, and the completeness of product specifications, therefore, it hasn't a significant impact on consumers' choices when they are deciding what to buy.

G. The Effect of Buying Inter Purchase Intention on Purchasing Decisions

The experimental findings indicated that there was a statistically significant relationship between purchase intention and purchase decision, with a t-statistic value of 4.137 and a significance level of less than 0.05. The null hypothesis was rejected in favor of the alternative hypothesis, suggesting that the intention to purchase a product had a strong and positive impact on the final decision to purchase. Purchase intention refers to the proactive stance taken by individuals when making purchasing choices. Individuals with a strong purchase intention for a particular product are more likely to make a purchase decision in favor of that product.

4.2.2. Indirect Influence

A. Purchase Intention is a mediator that influences social media marketing and the decision to purchase Wardah lipstick products

After conducting multiple regression tests and path analysis, it was found that the obtained t-statistic value of 4.25 exceeded the expected value of 1.98, indicating that the purchase intention variable mediated the impact of Social Media Marketing on purchase decisions. According to the findings from the path analysis, the direct impact value was calculated to be 0.378, whereas the indirect impact value was determined to be 0.445. This indicates that the indirect impact outweighs the direct impact, highlighting the significant impact of Social Media Marketing on purchase decisions through purchase intention. The more attractive the profile and content of a business's social media account, the more purchase intention will be generated, leading to a purchase decision.

The findings from the examination suggest that using Social Media Marketing can greatly influence the intention to make purchases in a positive manner. The more engaging and appealing the video content on a business's social media account, the more likely

individuals will develop an interest, which can ultimately lead to a purchase decision. This discovery is consistent with the study conducted by Pramesti (2021), which highlights how beliefs formed from interactions with social media content influence an individual's attitude and intentions, ultimately guiding them toward a purchase. The more attractive and well-curated a business's social media profile and content, the higher the likelihood of generating purchase intention, which can then translate into a purchase decision.

B. Purchase Intention is a mediator that influences Brand Engagement in the Purchase Decision of Wardah Lipstick products.

The Sobel test results indicated that the impact of brand engagement on purchase decisions is mediated by purchase intention, with a t-statistic of 4.99 exceeding the t-table of 1.98. This suggests that purchase intention plays a significant role in mediating the relationship between brand engagement and purchase decisions according to the path analysis test results. The influence value of 0.087 for direct impact is a well-established fact, whereas the indirect impact value is 0.238, indicating that the indirect impact outweighs the direct impact. This finding suggests that Brand Engagement influencing purchase intention significantly impacts Purchase Decisions.

Research shows that customer engagement in a brand can increase purchase intention because engagement creates a sense of emotional attachment and trust in the brand, which can encourage consumers to buy. The higher the desire to buy, the greater the consumer will purchase. The findings of this research align with previous study of Tanamal et al. (2022). According to the results of this research, when consumers have a strong emotional attachment to a brand, they are more inclined to feel fondness and curiosity towards it. This deepened emotional attachment to the brand reduces the likelihood of consumers shifting their preferences, thereby increasing their purchase intention. Consequently, a strong brand connection plays a significant role in fostering higher intentions to buy the brand's products.

C. Purchase Intention acts as a mediator that affects product quality and the purchase decision of Wardah Lipstick products.

Based on the research that has been carried out, the significance value is 0.00<0.05. The t-statistic value is 4.137 greater than the t-table 1.98, which can be interpreted as purchase intention plays a role in mediating the influence of Product Quality on Purchase Decisions. At the same time, the findings from the path analysis examination indicate that the direct impact value is 0.221, whereas the indirect impact value is 0.335, indicating that the indirect impact value outweighs the direct impact value. These findings suggest that Product Quality has a significant impact on Purchase Decisions through purchase intention.

Products with superior quality provide their own added value that products do not have in terms of shape, features, durability, reliability, and design. This encourages consumer interest, which leads to higher purchase intention. Consumers are more likely to purchase Wardah Lipstick products when they perceive the quality of the product to be high. Research-backed by Handayani et al. (2020) showed that product quality affects purchasing decisions through purchase intention if the product quality is good, the higher the level of purchase intention, which can affect purchasing decisions.

5. Conclusion

The study's findings suggest that purchase intention acts as a key mediator in the impact of social media marketing, brand engagement, and product quality on the decision to buy Wardah lipstick products. This shows that purchase intention can strengthen the positive influence of these three independent variables on consumers' decision to buy products. Effective social media marketing, especially through engaging video content, can increase purchase intention among millennials and Gen Z. Engaging content not only arouses purchase intention but also encourages consumers to share information, which can expand marketing reach. Customer engagement with the brand contributes to increased purchase intention. The higher the emotional attachment and trust consumers have in the brand, the more likely they are to make a purchase. Good product quality has a positive effect on purchase intention, which in turn influences purchasing decisions. Wardah's high-quality lipstick products provide more value for consumers, thereby increasing their interest in buying.

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