
THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY AND CONSUMER RESPONSE IN LUXURY FASHION BRAND*PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP EKUITAS MEREK DAN RESPON KONSUMEN PADA LUXURY FASHION BRAND*

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Abstract: This study aims to analyze and determine the effect of social media marketing on brand equity and consumer response in luxury fashion brands, especially in Manado, Indonesia. The data analysis method used Structural Equation Modeling - Partial Least Square (SEM-PLS) in this study. This study used a questionnaire to collect data from luxury fashion brand users by distributing it to female consumers of luxury fashion brands in Manado. The findings suggest the test results that have been conducted that social media marketing has a positive and significant effect on the brand equity of luxury brands. The test results show that brand equity affects consumer responses as measured by brand preference, consumer willingness to pay premium prices, brand loyalty, and commitment to maintaining a relationship with a brand, especially luxury fashion brands.

Keywords: social media marketing, brand equity, consumer response

Abstrak: Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh pemasaran media sosial terhadap ekuitas merek dan respon konsumen pada luxury fashion brands khususnya di Manado, Indonesia. Metode analisis data menggunakan Structural Equation Modeling - Partial Least Square (SEM-PLS) dalam penelitian ini. Penelitian ini menggunakan kuesioner untuk mengumpulkan data dari pengguna luxury fashion brand dengan mendistribusikannya kepada konsumen wanita dari luxury fashion brand di Manado. Penelitian ini menunjukkan hasil yang telah dilakukan bahwa pemasaran media sosial berpengaruh positif dan signifikan terhadap ekuitas merek dari luxury brand. Hasil pengujian menunjukkan bahwa ekuitas merek mempengaruhi respon konsumen yang diukur dari preferensi merek, kesediaan (willingness) konsumen untuk membayar premium price, loyalitas merek, dan komitmen untuk mempertahankan hubungan dengan sebuah merek khususnya luxury fashion brand.

Kata Kunci: pemasaran media sosial, ekuitas merek, respon konsumen

INTRODUCTION

Research Background

In this era, fashion has become an inseparable part of women's daily appearance and style. Thus, the appearance itself is considered a very important thing today. Essentially, fashion is defined as one's style of wearing clothes or accessories. The developments in the fashion world, especially for women, always follow the current fashion developments. Style and fashion have become a kind of women's main requirement need for their appearance. Fashion is like a power owned by any individual to express him/herself in clothes. Accessories and clothing are worn not only as a necessity but also as a means of communication to reflect the personal identity for

each individual. Fashion can convey someone's character and reflect his/her mood. It is referred to as a reference mode that is related to unique and attractive designs for a current trend in improving one's appearance. Trends that are considered as 'up to date' have started to become a necessity for today's modern society, making most people try their best effort to look stylish. The development of fashion somehow forces people to follow the current trends. They become more fashion-conscious and will try to adapt to existing trends (D'Aveni, 2010). The development of the fashion industry has changed consumers' habits toward fashion. The fashion trends which continue to change quickly tend to make people not want to be 'left behind', therefore they try to compete by following the current trends by looking for the latest styles.

Consumer response can be seen from the willingness of customers to pay more for the desired brand compared to other brands that offer the same thing. The consumers will be willing to pay dearly for their satisfaction. If consumers are satisfied with the product, there will be a positive value for the brand of the product. Consumer response is the reaction of consumers after consuming a product or service from a brand. Consumer responses reflect the attitudes and behavior of product users in terms of satisfying existing drives in response to the company's marketing efforts. The response to the brand influences consumers to decide to spend money and time and make purchases to meet their needs. Consumer responses showing the excellent price will quickly build the brand itself and lead consumers to recommend it to other consumers. However, if consumers are dissatisfied with a product, it will create negative value for the product, causing consumers or potential consumers to buy less of the brand's product. The company must understand consumer behavior and satisfaction because it will directly impact consumer responses. Every company hopes that the products it produces can be accepted by consumers and even want to be better than what is received. Understanding how consumers respond to the products they sell, whether consumers are satisfied with all the marketing strategies offered or whether there is still much that needs to be improved.

Equity is the added value given to a product or service. The brand contains a value that is a source of strategic advantage for companies facing competition. Whether the product being marketed will be accepted or not depends on the product itself, but also the marketing communications provided and the brand equity of the product. Brand equity can be reflected in the way consumers think, feel, and behave toward the brand, as well as the price offered by the brand. Brand equity occurs when consumers have high awareness and familiarity with a brand, where they can distinguish one brand from the other brand perfectly and create an impression of perceived quality. Brand equity will exist in consumers' memories as a unique value that distinguishes it from other brands by combining various brand properties (Seo and Park, 2018). The privileges provided by luxury brands make consumers more likely to choose and remember well-known luxury brands.

Nowadays, the ease of shopping to find and buy goods needed is so easy since it can be done only through social media and e-commerce. The goods offered include clothing, shoes, bags, or other accessories. Luxury brands are actively using their social media to market their new products. As stated by Kim and Ko (2012), the use of social media marketing by luxury brands started to rocket in 2009. For instance, Louis Vuitton, Tory Burch, Kate Spade, and all the brands create social networking sites or social media accounts such as Facebook and Twitter to promote their latest collections and communicate with their consumers. Through social media, consumers can easily see the offers and give feedback or communicate with the company directly. Based on the explanation above, social media has an influence on the types of products that are traded whether, from the type of bag or clothing, it has brand awareness, brand image, and brand equity with different functions. Through social media, companies must provide clear and good information when offering their products to consumers, so that they can also understand the information related to the product promotion well by providing knowledge and experience for consumers. Therefore, good marketing communication can be easily recognized by consumers or many people and make them loyal because they are satisfied with the quality of the product and able to remember the brand. This research was conducted because social media marketing on brand equity in luxury fashion brands leads to consumer response. Luxury fashion brands in the future will use social media more to market their products. This research will examine whether social media marketing has a positive influence on brand equity and consumer response, especially regarding luxury fashion brand products, and whether brand equity also has a positive influence on consumer response that will be given to women by luxury fashion brands.

Research Objectives

Based on the research problem, there are research objectives to be achieved, including:

1. To analyze the effect of social media marketing on brand equity.
2. To analyze the effect of social media marketing on consumer response.
3. To analyze the effect of brand equity on consumer response

THEORITICAL FRAMEWORK

Marketing

Marketing is the process by which companies create value for consumers and build strong relationships to get value back from consumers in return (Kotler and Armstrong, 2009). Marketing is a process to satisfy consumers by fulfilling needs and desires by creating and offering products. Marketing activities are not only a promotion or advertising technique but also relate to product development, pricing, and service to consumers.

Social Media Marketing

Social media marketing is one of the best opportunities for a brand to connect with its consumers and maintain the brand in influencing consumers' buying decisions. Kim and Ko (2010) stated that the involvement of a brand with social media in marketing activities serves to increase profits. Social media can give a significant impact on brand reputation (Kim and Ko, 2010) and a role in the success of a brand (Phan, Thomas, and Heine, 2011).

Consumer Response

The response is important in shaping behavior, where the response to a brand can influence consumers. Consumers' response is defined as a positive or negative emotional and behavioral response from consumers (Seo and Park, 2018). According to Kotler and Armstrong (2012), consumer responses are people who respond to products and brands. Consumer relationships are built on the response to the brands, in serving consumer needs and maintaining consumer responses.

Brand Equity

According to Kotler and Keller (2012), brand is a name, term, sign, symbol, design, or a combination of them intended to identify and distinguish a product or service from other sellers. Brand equity is the added value given to a product in the form of thoughts or words and actions of consumers (Keller et al. 2019). Brand equity becomes a value for consumers to recognize and distinguish one brand from another.

Previous Research

Godey et al. (2016) explored these relationships by analyzing pioneering brands in the luxury sector (Burberry, Dior, Gucci, Hermès, and Louis Vuitton). Based on a survey of 845 luxury brand consumers (Chinese, French, Indian, and Italian), who follow the five brands studied on social media, the study develops a structural equation model that helps to address gaps in prior social media branding literature. Specifically, the study demonstrates the links between social media marketing efforts and their consequences (brand preference, price premium, and loyalty). The study measured brands' social media marketing efforts as a holistic concept that incorporates five aspects (entertainment, interaction, trendiness, customization, and word of mouth). Another contribution of the study is that it finds that SMMEs have a significant positive effect on brand equity and on the two main dimensions of brand equity: brand awareness and brand image.

Seo and Park (2018) analyzed the effects of social media marketing activities (SMMA) on brand equity and customer response in the airline industry. A survey was conducted with a total of 302 passengers who used social media managed by airlines, and the collected data were analyzed via structural equation modeling. The results showed that trendiness was the most important SMMA component, and airline SMMA had significant effects on brand awareness and brand image. In addition, the results demonstrated that brand awareness significantly affected commitment and that brand image significantly affected online word-of-mouth and commitment.

Aji, Nadhila, and Sanny (2020) investigated the impact of SMMA towards customers' purchase intention. The researchers tried to survey the results of previous studies to give more benefits to the readers and researchers in this area of study. Research data was collected using an online questionnaire survey of 114 participants of Instagram users in Indonesia. The results of structural equation modelling supported the current model's validity and indicated a positive effect of SMMA towards brand equity. Moreover, brand equity had a positive impact on e-WOM; and e-WOM maintained a positive influence towards customers' purchase intention. Finally, SMMA also has showed a direct impact to customers' purchase intention.

Conceptual Framework

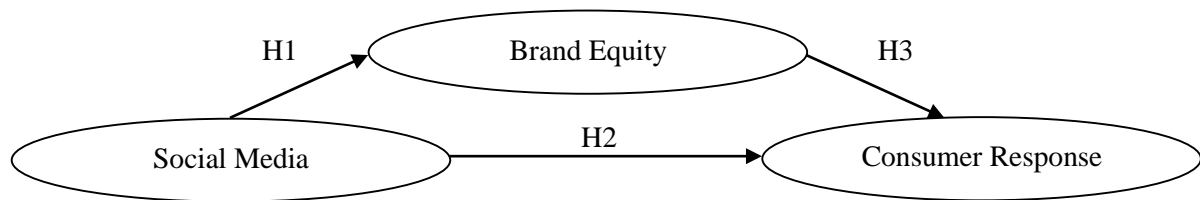


Figure 1. Conceptual Framework

Source: Data Processed (2023)

Research Hypothesis

H₁: Social media marketing has a significant effect on brand equity

H₂: Social media marketing has a significant effect on consumer response

H₃: Brand equity has a significant effect on consumer response

RESEARCH METHOD

Research Approach

This research uses a descriptive quantitative approach, with a questionnaire as a tool for collecting data. According to Sugiyono (2017:8), quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, and data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses.

Population, Sample, and Sampling Technique

The population in this study is female consumers who use luxury brands in Manado. Sampling used in research must be representative or represent the population based on criteria. The sampling technique in this study used non-probability and purposive sampling techniques and selected female consumers who had purchased and used luxury fashion brand products.

Data Collection Method

The data sources in this study were obtained from primary data. Primary data sources are data that are directly collected by researchers from the first source. The primary data source of this research is the questionnaire results because it will be given directly to respondents.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Definition	Indicator
Social Media Marketing (<i>X</i>)	Marketing conducted through social media to promote and attract consumers of luxury brands to become more aware of the brand	<ul style="list-style-type: none"> - Entertainment - Interaction - Customization - Trendiness - Word of mouth (WOM)
Consumer Response (<i>Y</i>)	Positive or negative emotional and behavioral responses of consumers after consuming luxury brand products or service	<ul style="list-style-type: none"> - Preference - Price premium - Loyalty - Commitment
Brand Equity (<i>Z</i>)	Marketing effect or added value of a luxury brand product that will impress consumers	<ul style="list-style-type: none"> - Brand awareness - Brand image - Perceived quality - Brand association

Source: Literature Data (2023)

Data Analysis Method

The data analysis method in this study uses Structural Equation Modeling - Partial Least Square (SEM-PLS). PLS can explain whether there is a relationship between variables, as well as the ability to analyze in one try. The purpose of PLS is to confirm theories and explain whether there is a relationship between latent variables.

Data Statistical Analysis

To analyze statistical data using the SEM PLS method, the calculation stage of data analysis uses the Measurement Model (Outer Model) and the Structural Model (Inner Model). The Outer Model is the relationship between indicators and their constructs. This is used to test the validity and reliability test which consists of convergent validity, average variance extracted, discriminant validity, composite reliability, and Cronbach's alpha. Convergent Validity, Average Variance Extracted (AVE), Discriminant Validity, Composite Reliability, and Cronbach's Alpha values must be considered. If the Convergent Validity and Discriminant Validity values are > 0.7, Average Variance Extracted (AVE) > 0.5, Composite Reliability > 0.7, and Cronbach's Alpha > 0.6, then the construct is said to be reliable (Hair et al., 2016:137). The Inner Model is used to test causality with R-square. Furthermore, hypothesis testing is carried out to see the probability and statistical value.

RESULT AND DISCUSSION

Result

Measurement Model (Outer Model)

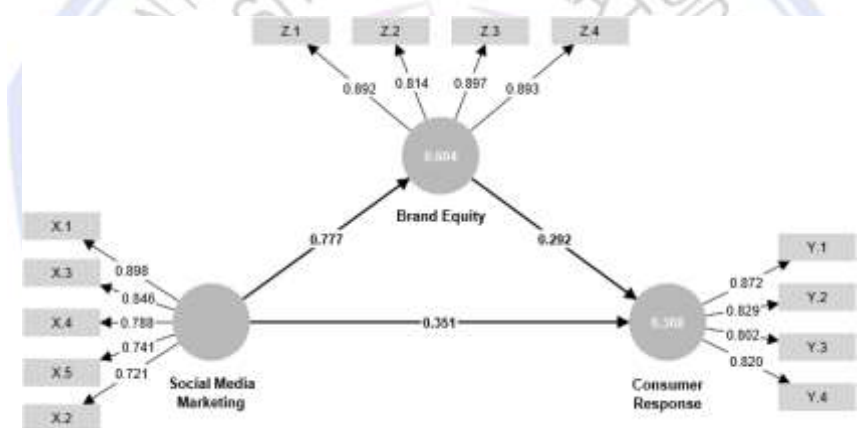


Figure 2. SEM-PLS Testing
Source: Smartpls Output (2023)

Validity Test

Convergent Validity Test

Table 2. Convergent Validity Test

Variable	Indicator	Outer Loadings
Social Media Marketing (X)	X.1	0.898
	X.2	0.721
	X.3	0.846
	X.4	0.788
	X.5	0.741
Consumer Response (Y)	Y.1	0.872
	Y.2	0.829
	Y.3	0.802
	Y.4	0.820
Brand Equity (Z)	Z.1	0.892
	Z.2	0.814
	Z.3	0.897
	Z.4	0.893

Source: *Smartpls Output (2023)*

Based on the Table 2, the correlation value has fulfilled convergent validity because it has a loadings value of more than 0.7. The highest value is 0.898, and the lowest value is 0.721.

Average Variance Extracted Test

Table 3. Average Variance Extracted Test

Variable	AVE
Social Media Marketing (X)	0.643
Consumer Response (Y)	0.691
Brand Equity (Z)	0.765

Source: *Smartpls Output (2023)*

Table 3 above shows that the AVE value of each construct meets the criteria with a value of more than 0.5. Therefore, convergent validity at the construct level is said to be optimal with an AVE value of more than 0.5.

Discriminant Validity Test

Table 4. Discriminant Validity Test

Indicator	Brand Equity	Consumer Response	Social Media Marketing
X.1	0.702	0.477	0.898
X.2	0.474	0.318	0.721
X.3	0.723	0.530	0.846
X.4	0.600	0.490	0.788
X.5	0.572	0.468	0.741
Y.1	0.480	0.872	0.463
Y.2	0.633	0.829	0.593
Y.3	0.280	0.802	0.379
Y.4	0.371	0.820	0.420
Z.1	0.892	0.488	0.632
Z.2	0.814	0.410	0.683
Z.3	0.897	0.473	0.762
Z.4	0.893	0.599	0.638

Source: *Smartpls Output (2023)*

Based on the Table 4, discriminant validity testing shows the value of cross-loadings based on the measurement of cross-loadings with constructs, and the correlation value of the indicator with the construct obtained is higher than the correlation value of the indicator with other constructs.

Reliability Test

Composite Reliability and Cronbach's Alpha Test

Table 5. Composite Reliability and Cronbach's Alpha Test

Variable	Composite Reliability	Cronbach's Alpha
Social Media Marketing (X)	0.860	0.899
Consumer Response (Y)	0.856	0.899
Brand Equity (Z)	0.897	0.929

Source: *Smartpls Output (2023)*

Based on the Table 5, research results above, all constructs have a composite reliability value of more than 0.07 and a Cronbach's alpha value of more than 0.06. Thus, all constructs fulfill the criteria and have good reliability.

Structural Model (Inner Model)

R-Square

Table 6. R-Square

Variable	R-square
Consumer Response (Y)	0.368
Brand Equity (Z)	0.604

Source: Smartpls Output (2023)

Based on the Table 6, the calculation of the R-square value for each endogenous latent variable shows that the R-square value is in the range of values 0.368 to 0.604. The calculation results show that the R-square is weak, with a value of 0.368, and moderate, with a value of 0.604.

Hypothesis Testing (Bootstrapping)

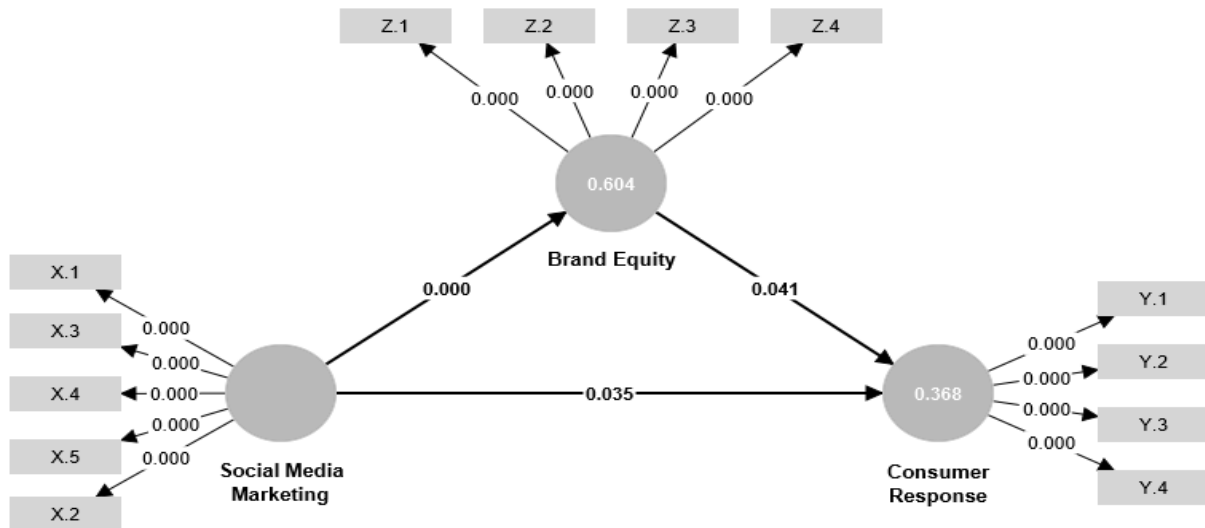


Figure 3. Bootstrapping Testing
Source: Smartpls Output (2023)

Table 7. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Social Media Marketing -> Brand Equity	0.777	0.780	0.068	11.371	0.000
Social Media Marketing -> Consumer Response	0.351	0.356	0.166	2.110	0.035
Brand Equity -> Consumer Response	0.292	0.302	0.142	2.049	0.041

Source: Smartpls Output (2023)

Based on the table above shows the results of the PLS calculation stating the direct influence between variables. The significance level value used is 5%, the T-statistics value > 1.96, and the P-value < 0.05. The test results of this research from PLS analysis are as follows:

1. The effect of social media marketing on brand equity in luxury brands shows an original sample value of 0.777 with a significance of 5%, indicated by a t-statistic value of 11.371, higher than the t-table value of 1.96 and a p-value of 0.000 lower than 0.05. The positive original sample value indicates that social media marketing has a positive effect on brand equity.
2. The effect of social media marketing on consumer response shows an original sample value of 0.351 with a t-statistic value of 2.110, higher than the t-table value of 1.96, and a p-value of 0.035 lower than 0.05. The

resulting value with a significance level above 5% is that social media marketing positively influences consumer response.

3. The effect of brand equity on consumer response shows an original sample value of 0.292 with a t-statistic value of 2.049, higher than the t-table value of 1.96, and a p-value of 0.041 lower than 0.05, meaning that brand equity positively affects consumer response by showing a significance level above 5%.

Discussion

Luxury fashion is currently admired and favored by giving confidence to a person. The increase in luxury goods in Indonesia also increases the demand for luxury goods for the people in Manado, especially women. Consumers of luxury brand products bring value and a good image to them. Fashion products provided by luxury brands are of high quality for consumer satisfaction. Luxury brand companies provide premium quality for consumers is important by developing unique and creative products to attract consumers. The marketing strategy of luxury brands to be closer and understand consumers is using social media. The development of social media marketing creates opportunities for companies to communicate with consumers so that there is a response given and a more personal approach. Social media helps companies to build brand awareness, and consumers choose the brands they love. The company wants consumers to be aware of and love the brand, the higher the consumer loyalty to the brand, in this case, female consumers of Luxury Brands in Manado. Consumers loyal to a brand also decide not to switch to another product, buy products from that brand repeatedly and will be willing to pay a higher price. Social media shapes consumer behavior and feelings. Increasing consumer love for a brand will create a bond that they always need the brand, thus encouraging consumers to continue buying and using it. Thus, the research objective is to analyze and determine the effect of social media marketing on brand equity and consumer response to luxury brand consumers, especially in Manado. Based on data obtained from distributing online questionnaires using Google form to female respondents who are consumers of luxury brands.

Social Media Marketing on Brand Equity

In this study, researchers found social media marketing variables that affect brand equity variables. Based on the results of the hypothesis using bootstrapping, show the calculation for the social media marketing variable on brand equity shows a significance level value with an original sample value of 0.777, a t-statistic value of 11.371, and a p-value of 0.000. This proves that hypothesis 1, "There is a significant effect of social media marketing on brand equity in luxury brands in Manado", is supported. The results of the tests that have been carried out show that social media marketing affects brand equity, whether it is the image, awareness, association, or quality of a brand, especially luxury fashion brands. Luxury brands have created good relationships with consumers on social media and have a positive impact on the brand as well. This has been shown by advertising content that always attracts the consumer's attention, shares up-to-date information, makes it easy for consumers to interact, and always offers the convenience of being open with consumers on social media. Luxury brands successfully promote their brands using social media marketing. Luxury brands with social media have facilitated and shared information by making it easy to disseminate information to consumers. Consumers who have a good experience with a product often share their experiences on social media which will influence the brand's image. According to Godey et al., (2016), social media marketing is seen as a tool to increase brand awareness, connect with new consumers, and build the image of brands, which is becoming increasingly important. The results of this study are supported by previous research conducted by Kim and Ko (2012), Godey et al., (2016), and Seo and Park (2018) which shows that social media marketing can have a significant effect on brand equity.

Social Media Marketing on Consumer Response

In this study, researchers found social media marketing variables that affect consumer response variables. Based on the results of the hypothesis using bootstrapping, the calculation for the social media marketing variable on consumer response shows a significance level value with an original sample value of 0.351, a t-statistic value of 2.110, and a p-value of 0.035. This proves that hypothesis 2, "There is a significant effect of social media marketing on consumer response to luxury brands in Manado", is supported. The test results show that social media marketing has a positive impact on the consumer response that consumers will give to luxury brand products. Consumers use social media to find information about the products of a brand they want. The response of consumers trying to make considerations in making purchases is supported by the information they get from social media. In luxury brands, social media provides and offers information needed by consumers to always interact with consumers. Content that contains information, photos, or videos that are promoted to consumers, indirectly influences consumer response. The influence of social media marketing tends to be high on consumer

responses that will be given at the product purchase decision. This study strengthens previous research, which shows that social media marketing affects the response given by consumers. Moreover, Kim and Ko (2012) said that what consumers feel from social media marketing activities directly affects the future profits of luxury fashion brands. The research supported this finding by Kim and Ko (2012), Godey et al., (2016), and Seo and Park (2018) state that social media marketing affects customer response.

Brand Equity on Consumer Response

In this study, researchers found that brand equity variables affect the consumer response variable. Based on the results of the hypothesis using bootstrapping, the calculation for the brand equity variable on consumer response shows a significance level value with an original sample value of 0.292, a t-statistic value of 2.049, and a p-value of 0.041. This proves that hypothesis 3, "There is a significant effect of brand equity on consumer response to luxury brands in Manado", is supported. The results of the tests that have been carried out show that brand equity affects consumer response as measured by brand preference, consumer willingness to pay premium prices, brand loyalty, and commitment to maintaining a relationship with a brand, especially luxury fashion brands. High brand equity affects consumer tendencies in making purchases. Consumers who love a brand always remember the brand, which directly influences consumer response. Consumer response strengthens a brand and leads consumers to recommend it to other consumers. With a good image, providing good product quality, and fulfilment of consumer needs, consumers will trust being loyal to a brand and recommend the brand. When consumers are loyal to a brand, they also decide not to move to other products and are willing to pay a premium price than buying the same product under a different brand. In this study, social media marketing and brand equity carried out by Luxury brands influence consumer response. Luxury brands can provide information with content shared with consumers, provide the best product quality for consumers, attractive models with a touch of famous designers, and the convenience of consistently interacting with consumers. Moreover, Godey et al. (2016) show that brand equity investment will strengthen social media marketing activities on customer responses. Results from this study are supported previously supported by Godey et al. (2016), and Seo and Park (2018) which shows that brand equity affects consumer response.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Entertainment, interaction, trendiness, customization, and word of mouth (WOM) positively and significantly affect the brand equity of luxury brands. Social media marketing helps companies introduce and grow their brands.
2. Entertainment, interaction, trends, customization, and WOM positively and significantly influence consumer responses to luxury brands. With social media, consumers can easily get information and respond to brands.
3. Brand equity, whether brand image, awareness, association, or perceived quality of a brand, especially luxury brands, positively and significantly affects consumer response.

Recommendations

Based on the research findings and discussion of the research results, the authors provide several recommendations that for the companies and other parties concerned in this research are expected to be helpful, as follows:

1. With social media marketing, Luxury Brands are expected to maintain interesting content and continuously innovate to strengthen brand relationships with luxury brand consumers by continuing to interact with consumers.
2. Luxury Brands are expected to continue optimizing social media to introduce their brand and promote and market their products while maintaining the image that luxury brands have.
3. Luxury Brands are expected to maintain their quality, the quality of products and brand services so that consumers feel satisfied with the products and services and increase consumer loyalty.

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