



**Jurnal Ekonomi Perusahaan**  
ISSN: 0854-8154 (print), 2830-1560 (online)

# An investigation into the impact of personal branding and social media marketing on purchase intention among Tiktok Users in the Indonesia grilled sambal market of Jakarta

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## ARTICLE INFORMATION

### Flow:

Received: May 21, 2024  
Reviewed: May 27, 2024  
Accepted: June 13, 2024  
Published: June 24, 2024

### Keywords:

personal branding, social media marketing,  
purchase intention

### How to cite:

Sunjaya, C., Setianingsih, R. E., & Dema, Y. (2024). An investigation into the impact of personal branding and social media marketing on purchase intention among Tiktok Users in the Indonesia grilled sambal market of Jakarta. *Jurnal Ekonomi Perusahaan*, 31(1), 107-118  
<https://doi.org/10.46806/jep.v31i1.1147>

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## ABSTRACT

Nowadays, marketing strategies that leverage personal branding and social media significantly shape customer behavior in several industries. The effects on the Jakarta-based TikTok user market for Indonesian Grilled Sambal goods are the primary subject of this research. For this study, we used Google Forms to poll people who met certain age, TikTok, and Iben Ma familiarity/product/influencer requirements. Perceptions of personal branding and social media marketing were examined using descriptive statistics, focusing on how they affected purchase intention. The results showed that the target audience had favorable impressions and a strong propensity to buy, and the study used traditional assumption testing to validate a regression model. The results show how much of an impact these characteristics have on buying habits. The study highlights the revolutionary impact of social media marketing on influencing customer behavior and brand perceptions, drawing from theories such as Social Identity Theory and the Elaboration Likelihood Model of Persuasion. With these findings in hand, marketers targeting specific food niches can improve their social media engagement with customers. The paper goes on to say that more research into the relationship between niche market customer behavior, personal branding, and social media should be pursued.

## INTRODUCTION

In Jakarta's vibrant culinary scene, the surge in popularity of spicy delicacies, notably Indonesian Sambal Bakar, has been remarkable. Recent data from the Central Statistics Agency highlights this trend, indicating a substantial increase in spicy condiment consumption, with 636.56 thousand tons consumed in 2022 alone. Amidst this culinary fervor, Sambal Bakar Indonesia has emerged as a key player, riding on the wave of TikTok sensation Iben Ma's influence. With 19 outlets nationwide and a robust social media presence, this restaurant chain embodies the fusion of culinary innovation and digital marketing acumen. Iben Ma's strategic personal branding has bestowed upon the brand a distinct charisma, forging deep connections with a vast online audience. Through inventive marketing strategies and harnessing the power of TikTok, Sambal Bakar Indonesia has not only thrived but has become symbolic of the dynamic nexus between social media, personal branding, and consumer behavior. This success underscores the transformative potential of social media marketing in today's digital age, providing invaluable insights into the evolving realm of business endeavors.

The relationship between social media marketing, personal branding, and purchase intention has been studied before, but the findings have been contradictory. Some research, like that of Smith et al. (2019), has shown conflicting results; for example, Chen and Lin (2021) and Nguyen et al. (2020) have shown a robust positive association between social media marketing efforts and consumer purchase intentions. Although some studies have found minimal or non-significant effects of personal branding methods on purchase intentions, others have found strong effects, especially when influencers like Iben Ma use them (Nguyen et al., 2020; Smith et al., 2019). Additionally, to resolve the above discrepancies and provide more precise insights into their combined influence on purchase intention, additional research into the complex dynamics of personal branding and social media marketing is required.

This study aims to resolve the discrepancies found in earlier research on personal branding, social media marketing, and the intention to purchase Indonesian Grilled Sambal items among TikTok users. Its specific goals are to understand better how personal branding and social media marketing influence consumer behavior and identify the elements that have contributed to the discrepancies in previous results. Cultural differences and audience demographics are two examples of contextual variables that the research aims to investigate as they may impact the nature and direction of this relationship. By achieving these goals, the study hopes to shed light on the complex relationship between personal branding, social media marketing, and purchase intent concerning Indonesian food products.

In light of the conflicting results found in earlier studies (Nguyen et al., 2020; Chen & Lin, 2021; Smith et al., 2019), this research tests the hypothesis that different contextual factors impact the relationship between personal branding, social media marketing, and the intention to purchase Indonesian Grilled Sambal products among TikTok users. Theoretically, cultural variations, audience demographics, and product perceptions might influence the strength and direction of the relationship between social media marketing and personal branding strategies and purchase intention (Jones & Wang, 2018; Lee & Lee, 2020; Johnson et al., 2017). Also, other research has found different results, which could be due to different methods or the complex nature of personal branding and social media marketing (Lee & Kim, 2019; Wang et al., 2021). By conducting this research and testing these theories, we hope to shed light on the complex interplay between personal branding, purchase intent, and social media marketing for Indonesian food products on TikTok.

## LITERATURE REVIEW

### Social Identity Theory

Ashforth & Mael (1989) contributed to conceptualizing and categorizing Social Identity Theory by emphasizing its applicability within organizational contexts. They proposed that organization membership contributes significantly to an individual's identity, with organizational identity impacting views of self and responsibilities in the workplace. Their paradigm defines organizational identity as shared beliefs, values, and goals that influence employees' attitudes, behaviors, and interactions. Furthermore, Ashforth and Mael classified Social Identity Theory within the larger framework of social identity processes, emphasizing the importance of identification, in which individuals match their own identities with that of the organization, resulting in enhanced commitment and involvement. By delineating these processes, they provided a comprehensive understanding of how social identity operates within organizational settings, elucidating the mechanisms through which individuals derive meaning and engage with their work environments.

Social Identity Theory, as advanced by Ashforth & Mael (1989), sheds light on the relationship between personal branding and purchase intention in organizational settings. According to this paradigm, individuals receive a large percentage of their identity from their organizational memberships, with organizational identity impacting attitudes and behaviors at work. Personal branding, especially in the context of organizational leaders or professionals, involves developing and marketing a distinct persona consistent with the organization's identity and values. Effective personal branding fosters a sense of belonging and trust among coworkers or followers, who see the individual's persona as consistent with the organization's identity. As a result, colleagues or followers may have higher purchase intentions for products or services associated with the individual's personal brand, as these purchases reinforce their sense of affiliation with the individual and the organization, thereby aligning with the principles of Social Identity Theory as applied in organizational settings.

### The Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model, developed by Petty and Cacioppo (1986), is a dual-process theory of persuasion that categorizes the cognitive processing of persuasive messages into two routes: the central and peripheral. The central route involves deep, critical thinking and careful evaluation of the message content, focusing on the logical arguments and substantive information presented. This route is effective when individuals are motivated and can process information. On the other hand, the peripheral route relies on heuristics and cues such as visual aesthetics, social endorsements, and superficial characteristics to influence attitudes and persuade individuals. This route is effective when individuals are either not motivated or cannot engage in detailed processing. The conceptualization of the Elaboration Likelihood Model highlights the importance of considering both the central and peripheral routes of persuasion in social media marketing and personal branding efforts.

The Elaboration Likelihood Model provides valuable insights into the dynamics of social media marketing and personal branding, shedding light on the mechanisms through which influencers and brands can effectively connect with their target audience and shape consumer behavior (Liu et al., 2018). As outlined in the Elaboration Likelihood Model, the central and peripheral routes of persuasion offer a

comprehensive framework for understanding the effectiveness of social media marketing strategies and the role of influencers in shaping brand perceptions. The Elaboration Likelihood Model suggests that in social media marketing and personal branding, content can be tailored to engage users through both routes of persuasion.

### **Purchase Intention**

Purchase intention, a pivotal concept in consumer behavior research, denotes an individual's subjective inclination or likelihood to purchase a particular product or service in the future (Ajzen, 1991). It serves as a crucial determinant of actual purchase decisions and is often conceptualized across various dimensions, capturing the complexity of consumer decision-making processes. These dimensions encompass cognitive factors such as attitudes toward the product, affective factors such as emotions and preferences, and behavioral factors such as perceived ease of purchase and intention to buy (Fishbein & Ajzen, 1975; Ajzen, 1991).

Scholars have categorized purchase intention into different types based on timing, specificity, and context. One prevalent categorization distinguishes between general purchase intention, reflecting a broad willingness to buy a product or service without specifying a particular brand or model, and specific purchase intention, about the intention to purchase a particular brand, model, or product variant (Chin et al., 2018). Furthermore, categorizations based on the level of involvement in the purchase decision, ranging from high to low involvement purchases, also provide insights into consumer behavior (Engel et al., 1990).

### **Social Media Marketing**

One part of modern marketing tactics is social media marketing, which includes everything done to reach out to and influence people on social media (Kaplan & Haenlein, 2010). Creating and sharing content, interacting with people, and promoting products or services through social media platforms is a multi-faceted concept that aims to increase brand recognition, improve brand image, and motivate consumer behavior. Digital marketing involves reaching out to specific demographics using various online mediums such as social media, blogs, and forums (Mangold & Faulds, 2009).

Academics have classified different forms of social media marketing according to their goals and approaches. There is sponsored social media advertising that targets specific groups to raise brand awareness and generate conversions. There is also organic (unpaid) social media marketing that aims to engage users and encourage word-of-mouth recommendations (Hanna et al., 2011). The differences between passive and active social media marketing also provide insight into various interaction tactics (Smith & Zook, 2011).

### **Personal Branding**

Personal branding, fundamental in contemporary self-promotion, refers to individuals' intentional efforts to shape and manage their public image and reputation (Kaplan & Haenlein, 2019). Personal branding is rooted in creating a distinct identity. It conveys a consistent message about one's skills, expertise, values, and personality traits to target audiences. It is also a strategic process to position individuals, differentiate from competitors, and establish credibility and trust (Montoya & Vandehey, 2002).

Personal branding can be categorized into professional and social branding, focusing on reputation enhancement and building personal connections, respectively (Labrecque et al., 2013). Additionally, explicit and implicit personal branding distinguish between overt self-promotion and brand cultivation through actions and interactions over time (Rafaeli & Vilnai-Yavetz, 2004).

## Theoretical Framework and Hypotheses Development

### Social Media Marketing and Purchase Intention

Social media marketing has become a potent tool for engaging with consumers and influencing their purchase intentions (Chen & Lin, 2021). According to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), engaging and relevant content on social media is processed through the central route, leading to increased cognitive elaboration and stronger purchase intentions.

**H1:** Social media marketing activities positively influence consumer purchase intentions for Indonesian Grilled Sambal products.

This hypothesis is based on empirical evidence suggesting that engaging social media content leads to increased cognitive elaboration and stronger purchase intentions (Chen & Lin, 2021; Petty & Cacioppo, 1986).

### Personal Branding and Purchase Intention

Personal branding, particularly by influencers like Iben Ma, influences consumer attitudes and behaviors, shaping purchase intentions (Nguyen et al., 2020; Smith et al., 2019). According to social identity theory (Ashforth & Mael, 1989), influencers leverage personal brands to establish consumer connections, fostering trust, loyalty, and purchase intentions.

**H2:** Iben Ma's personal branding positively influences consumer purchase intentions for Indonesian Grilled Sambal products.

This hypothesis is grounded in empirical research indicating that influencers' personal branding efforts impact consumer attitudes and behaviors, increasing purchase intentions (Nguyen et al., 2020; Smith et al., 2019).

## METHODS

This study examines how personal branding and social media marketing affect TikTok users' intentions to buy Indonesian Grilled Sambal (Sambal Bakar). It focuses on the product and the TikTok users who see relevant information, emphasizing Iben Ma, the product's founder and owner. The study uses an ex post facto design that adheres to descriptive research principles and emphasizes quantitative techniques, as described by Schindler (2022). In order to find patterns and correlations between variables, this approach gathers data using questionnaires and surveys.

By focusing on statistical studies rather than in-depth exams, the research is carried out with a broad scope to guarantee full knowledge. We use a non-probability sampling method called purposive sampling to pick our participants according to their age and how often they use social media. Sugiyono (2013) outlines these requirements,

which include being at least 17 years old, having experienced Indonesian Grilled Sambal material, being a TikTok user, and being familiar with Iben Ma.

The study is situated in the Jakarta area and its environs, chosen due to the concentration of Sambal Bakar Indonesia businesses and the relevance of social media marketing variables. The research variables are categorized into independent variables (social media marketing and personal branding) and a dependent variable (purchase intention). Data collection is facilitated through communication and survey methods, utilizing a questionnaire distributed via Google Forms with closed questions and a Likert scale for responses. Upon data collection, descriptive statistical analysis techniques are employed to provide an overview and description of the gathered data, as Sugiyono (2013) recommended. Additionally, classical assumption tests are conducted to ensure the validity of the regression model, including tests for normality, heteroscedasticity, autocorrelation, and multicollinearity, as per Ghozali (2018). These tests validate the research findings and the subsequent analysis of the relationship between variables. Finally, model fit tests, partial regression coefficient tests, and coefficient of determination tests are utilized to assess the model's goodness of fit, the individual effects of variables, and the explanatory power of the model, respectively (Ghozali, 2018). This rigorous analytical approach enables a comprehensive understanding of the factors influencing purchase intention towards Indonesian Grilled Sambal products among TikTok users.

## RESULTS

### Validity and Reliability

The results indicate that all variables included in the study demonstrate satisfactory validity and reliability. The validity results, with all variables having values above 0.361 on the t-table, suggest that the measures used to assess social media marketing, personal branding, and purchase intention are statistically significant and accurately represent the constructs they intend to measure. The results indicate that the variables are robust and effectively capture the concepts of interest (Table 1).

Table 1. Results of the Validity and Reliability Test

Descriptions	Social Media Marketing	Personal Branding	Purchase Intention
Product Moment Correlation	Above 0.361	Above 0.361	Above 0.361
Cronbach's Alpha	0.825	0.805	0.762

Additionally, Cronbach's alpha values for social media marketing (0.824), personal branding (0.805), and purchase intention (0.762) demonstrate high levels of internal consistency reliability. A Cronbach's alpha value above 0.7 is typically considered acceptable, indicating that the items within each variable consistently measure the same underlying construct. The high alpha values suggest that the measurement scales for social media marketing, personal branding, and purchase intention are reliable and internally consistent, enhancing confidence in the study's findings and conclusions. Overall, these results provide strong evidence for the validity and reliability of the variables under investigation, bolstering the credibility of the study's results and findings.

## Descriptive Analysis

The descriptive analysis examined three key variables: Social Media Marketing, Personal Branding, and Purchase Intention. Results revealed that, on average, respondents showed positive perceptions towards Social Media Marketing (Mean: 4.01, Std. Dev: 0.67) and Personal Branding (Mean: 3.92, Std. Dev: 0.67), suggesting a generally favorable view and engagement with these strategies. Moreover, the mean purchase intention score of 4.06 (Std. Dev: 0.67) indicated a strong likelihood of purchasing, potentially influenced by social media marketing and personal branding efforts. While overall sentiments were positive, the moderate response variability (indicated by standard deviations) suggests diversity in individual opinions. Despite this, the overarching trend suggests a positive association between respondents' perceptions of Social Media Marketing and Personal Branding and their intention to purchase (Table 2).

Table 2. Descriptive Statistics

Descriptions	Social Media Marketing	Personal Branding	Purchase Intention
Mean	4.01	3.92	4.06
Std. Dev	0.67	0.67	0.67

## Classical Assumption Testing

The classical assumption testing evaluated several key assumptions crucial for the validity of regression analysis. Firstly, the significance value of 0.200 indicates that the data meets the normality assumption, ensuring that residuals are normally distributed, a prerequisite for valid statistical tests. Secondly, concerning multicollinearity, the VIF (1.984) and tolerance (0.504) values meet the thresholds, suggesting no significant multicollinearity issues among predictor variables. Thirdly, the analysis found no evidence of heteroscedasticity, as indicated by significance values of 0.532 and 0.144, ensuring that the variance of residuals remains constant across predictor variable levels. Lastly, the autocorrelation test revealed a value falling within the specified range (1.947), indicating no significant autocorrelation issues. Overall, these results affirm the regression model's adherence to assumptions of normality, multicollinearity, homoscedasticity, and autocorrelation, thereby enhancing the credibility of its findings.

Table 3. Classical Assumption Testing

Assumption Testing	Requirement	Testing Output
Normality	P-value $\geq$ 0.05	0.200
Multicollinearity	VIF < 10	Tolerance = 0.504
	Tol > 0.1	VIF = 1,984
Heteroscedasticity	P-value $\geq$ 0.05	0,532 & 0,144
Autocorrelation	du < d < 4-du	1.947

## Model Testing

With an R<sup>2</sup> of 0.580, the independent variables in the regression model explained around 58% of the variation in the dependent variable, according to the results of the investigation. If this is the case, then the predictors used in the regression should account for a large chunk of the projected outcome's variability.

In addition, with an F-value of 80.834 and a significance level (Sig.) of 0.000, the F-test was determined to have a significance level lower than 0.05. This result proves that the regression model is solid. If one of the independent variables significantly affects the variation in the dependent variable, then the model's overall explanatory power is supported, and the model is considered significant.

Table 4. Regression Outputs

Testing	Requirement	Testing Output	
R <sup>2</sup>	-	0.580	
F-test	P-value < 0.05	F = 80.834 & Sig. = 0.000	
t-testing		Beta	P-value
Social Media Marketing	Sig < 0.05	0.409	0.000
Personal Branding	Sig < 0.05	0.417	0.000

Separate T-tests for the dependent variable showed that personal branding and social media marketing had statistically significant effects. The beta coefficient for social media marketing was 0.409, and the p-value was 0.000, indicating a significant link with the dependent variable. Similarly, Personal Branding was shown to have a substantial influence on the dependent variable, with a Beta coefficient of 0.417 and a P-value of 0.000, as indicated by the T-test, which demonstrated a significance level below 0.05. These results show the significance of personal branding and social media marketing in explaining variations in the outcome variable. The statistical significance of the model, along with the substantial contributions of personal branding and social media marketing, confirms that it adequately explains the variation in the dependent variable.

## DISCUSSION

According to the research results, social media marketing and personal branding substantially impact purchase intention. These account for a sizable chunk of the variation in Intention to Buy. Consumer behavior and marketing techniques can be better understood with the help of the results, which highlight the significance of personal branding and social media marketing in increasing customers' inclination to buy.

These studies addressed that it is easy to see how Social Media Marketing influences customers' opinions of brands and their propensity to buy, especially in high-end fashion. As discussed in the Social Identity Theory, brand communities developed through social media interactions are just one example of how their affiliations with other groups shape people's sense of self. Social media marketing methods engage customers through peripheral and central processing pathways, impacting their brand impressions and purchasing decisions. The elaboration likelihood model of persuasion sheds light on this process. Studies on Instagram food influencers highlight the importance of influencers and how effective content production and community building can drive customer engagement and strengthen brand identities. Overall, these results highlight the importance of comprehending the relationship between SMM, brand community dynamics, and consumer persuasion processes to use social media to boost brand equity and influence customer behavior.

Social media marketing has a crucial role in building brand equity and influencing consumer behavior, especially in the luxury fashion business, according to

the interpretation of these research findings (Chen & Lin, 2021). Consumers' self-concept and brand affiliations are shaped by the social groups they join on social media. These groups, in turn, impact how consumers perceive and intend to buy brands, according to the Social Identity Theory (Ashforth & Mael, 1989). In order to gain a better understanding of how Social Media Marketing techniques influence consumers' attitudes toward the brand and their purchasing decisions, it is helpful to refer to the Elaboration Likelihood Model of Persuasion (Petty & Cacioppo, 1986). Strategic content creation and community building are crucial in fostering brand identities and driving consumer engagement. This is supported by studies on online brand community management and Instagram food influencers (Nguyen et al., 2020; Smith et al., 2019), which emphasize the importance of social media influencers. These results highlight the importance of influencer and social media marketing in fostering digital brand equity and influencing customer behavior.

Insightful new information on the Indonesian Grilled Sambal market—a subset of the food service industry—makes the research results stand out in the current literature. This study adds to the literature by focusing on the Indonesian Grilled Sambal market and its particular characteristics rather than generalizing from other research that has investigated social media marketing, brand equity, and consumer behavior in general. This research provides valuable insight into the effects of social media marketing tactics on brand perceptions and customer behavior by zeroing down on this niche market and its unique Indonesian cuisine tastes. There are theoretical and practical implications for marketers targeting the Indonesian culinary market by integrating theoretical frameworks like the Elaboration Likelihood Model of Persuasion and the Social Identity Theory (Ashforth & Mael, 1989; Petty & Cacioppo, 1986). The results of this study add to the existing body of theoretical knowledge and provide practical advice to marketers in the Indonesian Grilled Sambal industry who are looking to increase brand loyalty and customer engagement through social media marketing.

This study's findings have various real-world applications for companies and marketers targeting the Indonesian Grilled Sambal industry. Developing and executing successful social media strategies suited to the tastes and habits of Indonesian customers is crucial, as is realizing the substantial influence of social media marketing on customer behavior and views of brands. Marketers may reach their demographic, raise product recognition, and deepen customer relationships using social media sites like Instagram and Facebook. Furthermore, the results highlight the need to build a distinct brand identity and utilize influencer collaborations to increase brand recognition and exposure in the Indonesian food scene. Marketers may better understand Indonesian consumers' needs and preferences by drawing on theories like the Elaboration Likelihood Model of Persuasion and the Social Identity Theory. This approach will help them create engaging content and messages that encouraging brand loyalty and purchases. In short, these real-world consequences provide marketers in the Indonesian Grilled Sambal industry with concrete steps to increase their brand's visibility and credibility using social media marketing.

This research has important conceptual implications for the Indonesian Grilled Sambal market, the food sector, and social media marketing in general. Using models of persuasion developed by Petty and Cacioppo (1986) and social identity theories (Ashforth & Mael, 1989), This study provides valuable insights into the factors affecting consumer behavior and brand perceptions within Indonesian cuisine preferences. These findings add to our knowledge of how social media marketing tactics impact brand engagement and customer decision-making in many cultural

settings, including the Indonesian market. Additionally, future study efforts to explore the interaction of social media marketing, brand equity, and consumer behavior in varied culinary landscapes can benefit from the unique viewpoint by focusing on a specific market segment like Indonesian Grilled Sambal. Therefore, this research lays the groundwork for future studies and theoretical advancements in marketing and consumer behavior through its conceptual implications.

## CONCLUSIONS

Social media marketing's dominance on brand perceptions and consumer behavior in this specialized market domain is surprising. Contrary to previous notions, the study shows that Instagram and Facebook effectively improve brand awareness, consumer interaction, and Indonesian buying intent. Integrating theoretical frameworks like the Social Identity Theory and the Elaboration Likelihood Model of Persuasion helps explain Indonesia's complex culinary dynamics, consumer preferences, and brand loyalty. These findings challenge standard marketing assumptions and demonstrate social media marketing's revolutionary power in specialized marketplaces like Indonesian Grilled Sambal.

## Direction for Future Research

This research's principles and methodologies provide a solid basis for answering the problems. The study uses Social Identity Theory and the Elaboration Likelihood Model of Persuasion to examine Indonesian Grilled Sambal consumer behavior and brand perceptions. These theoretical perspectives illuminate cognitive processes and social dynamics that shape customers' attitudes and purchase intentions. Surveys, interviews, and observational studies allow researchers to collect and analyze data to determine how social media marketing methods affect brand equity and customer behavior. Thus, this research's concepts and methodologies are suitable for answering the research questions and providing significant insights into the Indonesian Grilled Sambal market.

Although insightful, this research has drawbacks. First, the study's focus on Indonesian Grilled Sambal may limit its applicability to other culinary markets or cultures. Self-reported data from surveys or interviews may introduce response biases and social desirability effects, affecting accuracy and reliability. The study design is cross-sectional; therefore, causal links between variables cannot be examined over time. Future studies could use longitudinal or experimental approaches to understand the connections' causal underpinnings. Excluding variables or confounding factors may also hinder comprehension of the complex dynamics affecting consumer behavior and brand perceptions in the Indonesian Grilled Sambal market. These limitations suggest future research to improve this study's findings.

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