

Consumer based brand equity; the role perceived social media activities which is mediated by brand experience on YOU Cosmetic Products

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INFO ARTIKEL	ABSTRAK
<p>Diterima 6 Desember 2023 Disetujui 11 Desember 2023 Diterbitkan 19 January 2024</p>	<p><i>Penelitian ini melihat ekuitas merek berbasis konsumen dan bagaimana persepsi aktivitas pemasaran media sosial mempengaruhinya, dengan menggunakan pengalaman merek sebagai variabel mediasi produk kosmetik YOU di Kota Padang. Demografi penelitian ini terdiri dari pelanggan wanita yang telah menggunakan kosmetik YOU dalam lima bulan terakhir di Padang. Sebanyak 130 responden berpartisipasi dalam penelitian ini. Kuesioner digunakan untuk mengumpulkan data, dan perangkat lunak SmartPLS digunakan untuk memprosesnya. Temuan penelitian menunjukkan bahwa: (1) persepsi aktivitas media sosial berpengaruh terhadap ekuitas merek berbasis konsumen produk kosmetik YOU di Kota Padang; (2) persepsi aktivitas media sosial berpengaruh terhadap pengalaman merek produk YOU di Kota Padang; (3) pengalaman merek berpengaruh terhadap ekuitas merek berbasis konsumen pada produk kosmetik YOU di Kota Padang; dan (4) persepsi aktivitas media sosial mempengaruhi ekuitas merek berbasis konsumen di kota Padang yang dimediasi oleh pengalaman merek.</i></p>
<p>Kata Kunci: Perceived Social Media Marketing Activities, Consumer Based Brand Equity, Brand Experience</p>	<p>ABSTRACT</p>
<p>DOI:10.24036/jsme.xxxxxxx</p>	<p>This study looks at consumer-based brand equity and how perceived social media marketing activities affect it, using brand experience as a mediating variable for YOU cosmetic products in Padang City. The study's defined demographic consists of female customers who have used YOU cosmetics within the last five months in Padang. A total of 130 respondents participated in the study. A questionnaire was used to gather the data, and SmartPLS software was used to process it. The study's findings indicate that: (1) perceived social media activity affects consumer-based brand equity for YOU cosmetic products in Padang City; (2) perceived social media activity affects brand experience for YOU products in Padang City; (3) brand experience affects consumer-based brand equity for YOU cosmetic products in Padang City; and (4) perceived social media activity affects consumer-based brand equity in Padang city, which is mediated by brand experience.</p>
<p>Keywords: Perceived Social Media Marketing Activities, Consumer Based Brand Equity, Brand Experience.</p>	<p>How to cite: Anggia Idra Pulinda, et al (2023) The Effect of Perceived Social Media Marketing Activities on Consumer Based Brand Equity with Brand Experience as a Mediating Variable on YOU Cosmetic Products in Padang City.. <i>Journal of Small and Medium Enterprises</i>, Vol.2 (No.2), 43-57. DOI : https://doi.org/10.24036/jsme.xxxxxxx</p> <p> This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2020 by author.</p>

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INTRODUCTION

The internet has become a very important aspect in today's technological development. The Internet continues to develop rapidly, making communication easier without distance limitations, and also becoming a source of innumerable information. Not only that, the internet also plays a role in payments and various other activities, making it a major necessity in everyday life. Apart from being an information search tool, the internet also has great potential in the world of marketing, known as internet marketing or e-marketing. Social media such as Instagram, TikTok, and Facebook, as well as other applications, have become effective tools in e-marketing campaigns, allowing companies to interact with customers around the world. With the advancement of technology and the internet, all this has become easier and more efficient, and the time spent by Indonesian users on social media also provides great opportunities for companies to market their products and services.

According to a study conducted by Metta Ratana (2018), there is evidence to suggest that social media marketing has a significant influence on brand equity. Kotler and Armstrong (2018) assert that the achievement of organizational objectives within the contemporary marketing paradigm is increasingly contingent upon comprehending the needs and desires of the target market, while concurrently prioritizing the provision of customer satisfaction at a competitive cost relative to industry rivals.

So companies need to design the right strategy to achieve the set goals. In a marketing context, social media is a tool that plays an important role. Analysis of the number of cosmetic products available in Padang City provides a clear picture of the level of competition between various cosmetic brands and the prices of the products on the market. Apart from that, it also shows the extent of product brand awareness among the public.

The establishment of consumer trust and brand loyalty is of utmost importance in the realm of social media marketing, with brand equity playing a pivotal role in this process. Previous research, as exemplified by the works of Got et al. (2013) and Beig & Khan (2018), has established that positive evaluations of a company's social media marketing endeavors significantly influence the perception of brand excellence, customer loyalty, and the overall value of the brand from the consumer's perspective.

In this research, marketing activities play an important role in forming brand equity based on consumer experience. The basic concept of customer-based brand equity, as proposed by Keller, emphasizes that the strength of a brand depends on the consumer's experience with the brand, including brand differences, brand knowledge, and consumer response to marketing programs. Brands with high customer-based brand equity can create positive reactions from consumers towards products, prices and brand communication, especially in the cosmetics industry which is the main need for women in Indonesia. In an era of rapidly developing technology, brand experience is the key in understanding and selecting products that suit consumer needs based on brand experience.

YOU is a local cosmetics brand that has recently launched with rapid development, standing out with long-lasting products and quality that is no less than its competitors. Companies are required to create a positive image and unique marketing strategies to compete in a tight market. In an effort to retain customers, maintaining product quality and brand image is key. The smart and innovative lifestyle of the Indonesian people encourages marketers to continue to innovate and utilize Social Media Marketing Activities to control market share. The objective of this study is to investigate the impact of perceived social media activities on consumer-based brand equity and brand experience for YOU cosmetic products in Padang City. Specifically, the study aims to examine: a) the influence of perceived social media activities on consumer-based brand equity; b) the influence of perceived social media activities on brand experience; c) the relationship between brand experience and consumer-based brand equity; and d) the mediating role of brand experience in the relationship between perceived social media activities and consumer-based brand equity in Padang City.

LITERATURE REVIEW

Consumer Based Brand Equity

According to Suparyanto & Rosad (2015) states that customer-based brand equity is a collection of levels and behaviors possessed by brand customers, grouped into distribution channels and companies that enable a brand to gain strength, durability and superiority that can differentiate it from competing brands. Meanwhile, the added value added to goods and services is known as consumer-based brand equity, according to Kotler & Keller (2007). This value can be seen in the way people behave, think, and feel about a brand, price, market share, and profitability of the business.

Consumer-based brand equity, according to Calyptra (2019), is the value that consumers can place on a brand in addition to its features or other practical aspects of the product. Meanwhile, consumer-based brand equity, as defined by Lassar et al. (2005), is the variation in how brand knowledge affects how consumers react to brand marketing. This is then understood from the viewpoint of each individual consumer, who experiences a brand when they recognize it and retain multiple positive, powerful, and distinctive brand associations in their memory.

Ross (2006) posits that consumer-based brand equity is advantageous and increases several metrics, including customer loyalty, profit margins, propensity to pay a premium price, consumer search behavior, marketing communication effectiveness, positive word-of-mouth, brand recognition, and prospects for brand growth. The label. As stated by Kian Yeik Koay (2021), the present study utilized the subsequent indicators: brand association, perceived quality, brand loyalty, and brand recognition.

Perceived Social Media Marketing Activities

Perceived social media marketing activities, according to Khan (2019), are a social and managerial process in which groups and individuals obtain the resources they need via web-based applications that facilitate collaboration, communication, and interaction with user-generated content derived from thoughts, ideas, content, and relationships. On the contrary, according to Melewar (2018), online marketing strategies that are bolstered by website-based promotions such as email and online advertising encompass perceived social media marketing activities as well.

Perceived social media marketing activities, according to Ibrahim et al. (2020), are effective marketing activities for consumers to sell a product through the use of online social media applications accessible via the internet. In the meantime, Allahverdi (2021) defines perceived social media marketing activities as those that leverage cultural elements, specifically social media, in which marketers promote their products via social media platforms (e.g., Facebook, Instagram, and others).

As stated by Business & Programs (2012), perceived social media marketing operations encompass a wide range of advertising expenditures due to their utilization of an advanced technological platform that enables consumers to complete online purchases. On the other hand, Keinanen and Kuivalainen (2015) define perceived social media marketing activity as tangible behaviors executed on social media platforms with the intention of carrying out marketing transactions. The subsequent indicators delineate the perception of social media marketing: personalization, trendiness, word-of-mouth, information, and interaction.

Brand Experience

According to Nurfitriani et al, (2018) stated that brand experience is the feeling, cognition and behavioral response generated by the stimulus from the brand which is part of the design, brand, identity, packaging, communication and environment. Meanwhile, according to Khan & Rahman (2016) brand experience is defined as a subjective experience experienced by consumers in a positive way which will make it easier for companies to sell products or services more fully to consumers brands become easy to remember, and of course a special emotional bond will be created between the brand and customers. Brands function as a means to provide and improve customer experience.

In light of this, experience can be viewed as the outcome of how consumers perceive their interactions with the

company. Numerous research show that brand equity is positively impacted (Bienbich & Marell, 2010; Sheng & Teo, 2012). It is demonstrated that, in a business-to-business setting, brand experience has a major impact on the development of all aspects of brand equity, including brand awareness, brand associations, brand perception, and brand loyalty. Kian Yeik Koay states that the following indicators were employed in this study: behavioral, affective, intellectual, and sensory.

RESEARCH MODELS AND HYPOTHESES

H1 1 : Social media marketing activities have a positive and significant effect on customer based brand equity.

H1 2 : Social media marketing activities have a positive and significant effect on brand experience.

H1 3 : Customer based brand equity has a positive and significant effect on brand experience.

H1 4: Social media marketing activities have a positive and significant effect on customer based brand equity through brand experience as a mediating variable.

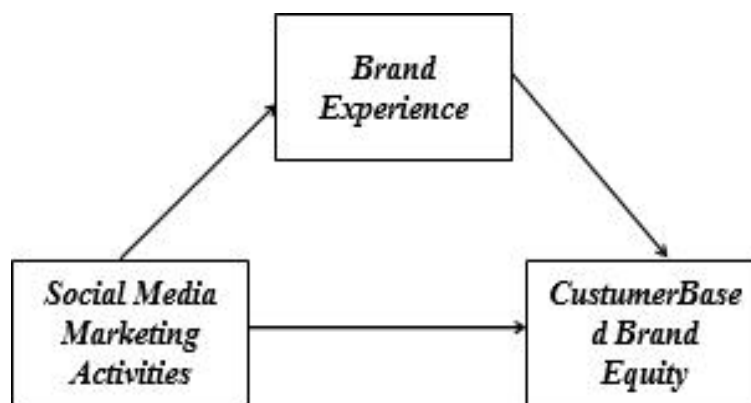


Figure 1. Research Model

METHOD

This study employed a quantitative research design, using questionnaires to collect data. This research was conducted on Padang State University students who used YOU products. Meanwhile, the research was conducted in June 2023. The population in this research was female consumers who had used YOU products during the last 5 months in the city of Padang. Although the exact number of samples in this study is unknown, it can be calculated using the formula from Hair et al. (2019), which suggests a sample size of 100 or more. As a general rule of thumb, the minimum sample size is at least 5 or 10 times the indicator. As a result, 130 respondents served as the sample size for this. Primary data was used, which was collected directly from female users of YOU goods. The data gathering methodology employed involved the dissemination of questionnaires to participants through the utilization of a Google Form hyperlink.

This study will examine three variables. The dependent variable in this study is Customer Based Brand Equity (Y), whereas the independent variable is Social Media Marketing Activities (X). Additionally, the mediating variable in this research is Brand Experience (Z). The research employs a data analysis strategy that initiates with descriptive analysis, offering an empirical depiction of the collected data in this study. Furthermore, employing either inductive or inferential analysis techniques allows for the examination of sample data, with the subsequent application of the obtained results to the broader population. The acquired data from the questionnaire was organized into a tabular format and subsequently analyzed using the SEM (Structural Equation Modeling) analysis technique, with the assistance of PLS software for operational purposes.

Partial least squares (PLS) possesses the capability to elucidate the association between variables and conduct comprehensive analyses inside a single test. The primary objective of Partial Least Squares (PLS) is to facilitate researchers in elucidating the presence or absence of a correlation between variables (Hussein, 2015:16).

RESULTS AND DISCUSSION

1. RESULTS

a. Outer Model Evaluation

The questionnaire data collected and filled in completely by 130 respondents was then processed using PLS SEM with smartPLS 3.2.9 software.

1. Measurement Model Analysis (Measurement Model)

a) Convergent Validity (Convergent Validity)

The validity examination of this work incorporates two measurement methodologies, namely convergent validity and discriminant validity. According to JF Hair (2019), in order to establish convergent validity, it is necessary to meet certain requirements. These requirements include having outer loadings greater than 0.7 and an average variance extracted (AVE) value greater than 0.5. Convergent validity is indicated when the outer loading value is greater than 0.7, provided that the average variance extracted (AVE) exceeds 0.5. The subsequent path diagram illustrates the causal relationship between the loading factor values assigned to each indicator and the constructs.

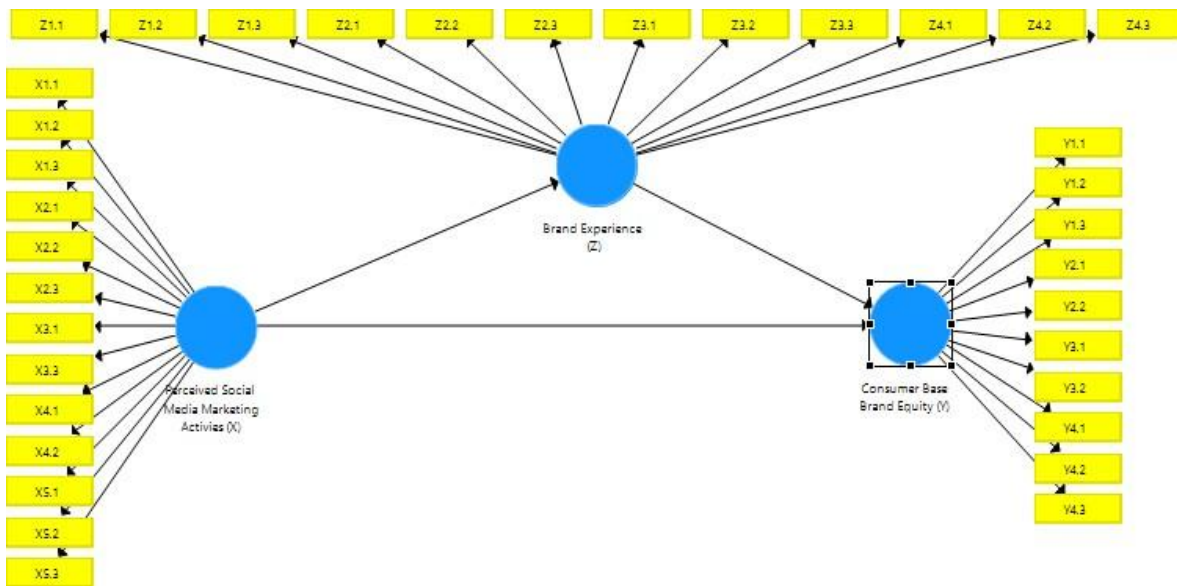


Figure 2. Structural Model Results (Re-estimation)

Source: Primary Data 2023 (Processed)

After re-estimation carried out by removing variable indicators whose loading factor values were below 0.7, it was obtained that all variable indicators met convergent validity as shown in table 4 of the final outer loading, as follows:

Table 1. Output Outer Loading

	<i>Brand</i>	<i>Consumer Base Brand Equity</i>	<i>Perceived Social Media Marketing Activities</i>
	<i>Experience (Z)</i>	<i>(Y)</i>	<i>(X)</i>
X1.1			0.810
X1.2			0.829
X1.3			0.870
X2.1			0.913
X2.2			0.841
X2.3			0.816
X3.1			0.809
X3.3			0.862
X4.1			0.891
X4.2			0.844
X5.1			0.882
X5.2			0.899
X5.3			0.882
Y1.1		0.829	
Y1.2		0.880	
Y1.3		0.911	
Y2.1		0.815	
Y2.2		0.844	
Y3.1		0.877	
Y3.2		0.883	
Y4.1		0.873	
Y4.2		0.837	
Y4.3		0.836	
Z1.2	0.894		
Z1.3	0.922		
Z2.1	0.809		
Z2.2	0.860		
Z2.3	0.862		
Z3.1	0.883		
Z3.2	0.819		
Z3.3	0.839		
Z4.1	0.819		
Z4.2	0.911		
Z4.3	0.929		

Source: Primary Data 2023 (Processed)

Based on Table 1 data processing results, all variable indicators have an outer loading value of 0.7, indicating that their convergent validity is valid. Then based on result convergent validity is deemed to be valid, where the collected findings demonstrate that the AVE value for every variable is more than 0.5.

b) Discriminant Validity (Discriminant Validity)

The idea behind discriminant validity is that measures of distinct constructs shouldn't have a strong correlation with one another. The cross loading value of the indicators for each variable, which demonstrates discriminant validity. Then the result show that variable's correlation to its own indicators is stronger than the variable's connection to other indicators. We can draw the conclusion that every indicator included in the study has been shown to have discriminant validity.

b. Reliability Test

Examining the results of composite reliability and Cronbach alpha is how reliability is measured. The outcomes of the reliability tests conducted on each latent variable using the SmartPLS software are listed below.

Table 2. Cronbach Alpha and Composite Reliability

<i>Variables</i>	<i>Cronbach Alpha</i>	<i>Composite Reliability</i>
<i>Perceived Social Media Marketing Activities</i>	0.855	0.882
<i>Consumer Base Brand Equity</i>	0.899	0.918
<i>Brand Experience</i>	0.850	0.878

Source: Primary Data 2023 (Processed)

Table 2 demonstrates that the variable can measure the construct and has acceptable reliability. If a variable has a composite reliability value > 0.7 and a Cronbach alpha value > 0.6, it is considered to have appropriate reliability.

2. Structural Model Measurement

If every indicator in the research model can be deemed legitimate and satisfies the standards for validity and reliability testing, structural model testing can be conducted. One can determine the size of the link between variables by calculating the r squared (R2) value. Squared R. The magnitude of the combination of exogenous factors that affect the value of the endogenous variable is indicated by the R squared, a number that spans from 0 to 1. The better the model generated by the regression, the closer it is to the top. The RSquare test results are as follows:

Table 3. R-Square Value

<i>Variables</i>	<i>R-Square</i>	<i>Adjusted R-Square</i>
<i>Consumer Base Brand Equity</i>	0.581	0.578
<i>Brand Experience</i>	0.724	0.721

Source: Primary Data 2023 (Processed)

The customer base brand equity variable has a r square value of 0.581, according to Table 3. This number shows that other variables not included in this study account for the remaining 94.19% of the explanation of the consumer base brand equity variable, with the perceived social media marketing activity variable accounting for 5.81%. The variable perceived social media marketing activity accounts for 7.24% of the variance in brand experience, according to the r square value of 0.724 for the measure. Other variables not included in this study account for 92.76% of the variance in brand experience.

3. Hypothesis testing

Hypothesis testing can be carried out based on the significance level and path coefficient values between latent variables. For significance, we are guided by the p value with a value below 0.05 or t statistics > 1.96

Table 4. Direct Effect

Variables	Original Sample	T Statistics (O/STDEV)	P-Value
<i>Perceived Social Media Marketing activities -> Brand Experience</i>	0,634	5,259	0,000
<i>Perceived Social Media Marketing Activities -> Consumer Base BrandEquity</i>	0,762	13,596	0,000
<i>Brand Experience -> Consumer BaseBrand Equity</i>	0,262	2,091	0,000

Source: Primary Data 2023 (Processed)

Table 4 displays the findings of the statistical analysis performed using PLS, and it is determined that:

1. The perception of social media marketing activities (X) significantly improves brand experience (Z).
2. There is a notable positive correlation between perceived social media marketing activities (X) and consumer base brand equity (Y).
3. Consumer Base Brand Equity (Y) is significantly positively impacted by Brand Experience (Z).
4. Using Brand Experience as a mediating variable, Perceived Social Media Marketing Activities (X) significantly boosts Consumer Base Brand Equity (Y).

Table 5. Indirect Effect

Variables	Original Sample	T Statistics (O/STDEV)	P-Value
<i>Perceived Social Media Marketing Activities -> Brand Experience -> Consumer Base Brand Equity</i>	0,483	5,498	0,000

Source: Primary Data 2023 (Processed)

DISCUSSION

This study intends to investigate how consumer-based brand equity is affected by perceived social media marketing activities, with brand experience serving as a mediating factor for YOU cosmetic items in Padang City. The following statistical processing results were produced to test the research hypothesis after the data was analyzed using the PLS-SEM analysis technique:

1. The Influence of Social Media Marketing Activities on Customer Based Brand Equity.

The results of this investigation align with previous research conducted by Yeik et al. (2021). Social media marketing initiatives have a favorable impact on the equity of a company as seen by customers. According to Yadav and Rahman (2017), the evaluation conducted by customers regarding the overall quality of a product is commonly referred to as perceived quality. This assessment can provide valuable insights into several aspects of the brand, including its quality, utility, and potential limitations. Yoo and associates (2000). According to Richer and Koch (2007), social media platforms provide marketers with the capacity to engage in communication, collaboration, and content dissemination specifically tailored to their intended audience. The utilization of social media platforms for promotional and advertising purposes is encouraged by many corporations and governmental entities. This is because effective social media operations have been shown to be crucial in establishing value, connections, clientele, and brand equity

(Ismail, 2017; Kim and Ko, 2012; Yuan, 2019). This is because it is influential because consumers are one of the determinants of high value, companies that succeed in creating value with consumers through social media activities will show increased brand equity among their users.

Based on this research, it shows that through social media marketing activities which refer to the relationships built by YOU with consumers through activities on social media, it can influence consumers' perspectives on based brand equity, namely the symbols and strength of the YOU brand. This is because through the activities they build through social media, of course the public, especially users, will see how the YOU brand continues to exist and build various aspects that can have a positive influence on the value of based brand equity, namely the strength and value of public perception of the YOU brand itself.

2. The Influence of Social Media Marketing Activities on Brand Experience.

The present study's results are consistent with prior research conducted by Yeik et al. (2021), indicating that brand experience is positively influenced by social media marketing endeavors. According to a study conducted by Dwivedi (2015), it has been observed that customers develop emotional attachments to brands. The potential for a brand's increased involvement in a product may lead to consumers experiencing a favorable Brand Experience, which can be attributed to the brand's effective implementation of Social Media Marketing Activities. The prevalence of social media platforms allows for the widespread distribution of diverse product marketing strategies, which are designed to influence consumers' perceptions and interactions with brands.

Based on this research, it is evident that YOU may enhance and impact consumers' experiences with YOUR products by the relationship you have developed with them through social media marketing activities. This is so that social media posts that are associated with brand activities will provide an experience. and the emotional connections that customers have with YOU as a brand.

3. The Influence of Customer Based Brand Equity on Brand Experience.

The study's findings support earlier research, particularly that of Yeik et al. (2021), which discovered that customer-based brand equity significantly and favorably affects brand experience. Xie et al. (2021) stated that positive experiences increase brand quality, thus promoting customer behavior which can attract sustainable participation behavior and high purchase intentions. This is due to the fact that customer brand experience, which results in a favorable reaction to the product, can be used to evaluate the worth of a product. This is so that consumers can assess a product's value based on their positive brand experience, which in turn influences the product's perceived value.

The findings of this study indicate that consumers perceive high value in YOU products, as seen by their strong customer-based brand equity. Consumers demonstrate a high level of brand recognition and awareness, acknowledging that YOUR product is indeed the optimal choice for their needs. The familiarity and frequent exposure of consumers to a brand across several channels have a significant impact on their brand experience. Specifically, when consumers possess a comprehensive understanding of a brand and encounter it frequently in diverse settings, their view of the brand tends to be positive, leading to a heightened willingness and satisfaction in engaging with the brand directly.

4. The Influence of Social Media Marketing Activities on Customer Based Brand Equity through Brand Experience as a mediating variable.

The results of this study align with the findings of Yeik et al.'s (2021) study, which revealed a positive relationship between high levels of social media marketing activities and customer behavior driven by brand equity. Additionally, the study found that perceived brand experience significantly influences customer-based brand equity. This analysis suggests that the utilization of Brand Experience as an intermediary factor demonstrates a favorable and substantial influence of Social Media Marketing Activities on Customer Based Brand Equity.

Based on this research, it shows that the relationship built by YOU with consumers, namely social

media marketing activities through influential social media activities such as posts related to the YOU brand or activities or events related to the brand, will influence and improve consumers' experience when using it. YOU products.

This is because social media marketing activities through posts on social media related to the activities of the YOU brand will create experiences and emotional bonds for consumers in feeling the brand experience towards YOU. This will also indirectly affect the brand experience because when they often see Social media activity from YOU products is high in social media marketing activities which will of course increase consumers who already know YOU products well and often see the brand in various locations, so their perception tends to be positive when using the YOU brand and tends to be happy to use it. After they use it, the level of Customer Based Brand Equity will increase because they already know about it from social media, then experience for themselves the influence of YOU products on them and will make it easier for them to remember and have a positive perception of the value of the YOU brand in the future.

CONCLUSION

The following is the impact of perceived social media marketing activities on consumer-based brand equity for YOU cosmetic items in Padang City, with brand experience serving as a mediating variable, according to the findings of the hypothesis testing analysis: Consumer perceptions of social media activity have an impact on the brand equity of YOU cosmetic goods in Padang City. This is due to the fact that social media activities will inevitably show the public, particularly users, how the YOU brand is still relevant and develop a number of elements that can positively impact brand equity, or the strength and value of the public's perception of the YOU brand. Then perceived social media activity has an impact on Padang City consumers' brand experiences with YOU products. This is because customers will form an emotional connection and experience a brand experience with YOU as a result of the YOU brand's efforts to publish on social media about the brand's activities.

How customer brand equity in Padang City's YOU cosmetic products is impacted by brand experience. This is due to the fact that consumers perceive the value of YOU products based on customer-based brand equity, where they can readily recognize them and are aware that they are unquestionably what they need. This influences the brand experience because consumers' perception will rise when they are already familiar with YOU products and frequently see the brand in various settings. likely to be enthusiastic and upbeat while utilizing the YOU brand directly. In the city of Padang, consumer-based brand equity is impacted by perceived social media activity, which is mediated by brand experience. This is due to the fact that the relationship. YOU establishes with customers through social media marketing initiatives, such as postings about the YOU brand or mentioning brand-related events or activities, will impact and enhance customers' brand experiences when they use YOU products. Because they are already familiar with them from social media and personal experience, their level of Customer Based Brand Equity will rise when they utilize them.

SUGGESTION

Based on the research results and conclusions above, researchers provide the following suggestions regarding the Y.O.U cosmetic brand: Increasing social media marketing activities by:

1. The Y.O.U brand needs to maximize all variables that will influence its brand in the eyes of the public. Perceived social media marketing activities will help them expose activities on social media which will make consumers aware of the aspects built by Y.O.U. Brand Experience, by increasing the functions and benefits of Y.O.U cosmetic products so that consumers will feel something exclusive and experience the experience they need when using these products. So if the variables above are properly considered and can be improved, they can also increase consumer based brand equity where Y.O.U can make people feel that Y.O.U is a cosmetic product that they need to easily recognize.
2. Further research can develop this research by examining other factors that can influence consumer based brand equity or choosing other dependent variables so that the range of research results in this area

becomes richer and can also become a reference for similar research. In this way, the results of the research made by the next researcher can describe the tendencies of each variable made more accurately.

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