

PERCEIVED SOCIAL MEDIA MARKETING ACTIVITIES AND CONSUMER-BASED BRAND EQUITY

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ABSTRACT

This research's objective is to look into how consumers' social media marketing activities affect consumer-based brand equity by using brand experience as a mediating factor and co-creation activity as a moderator variable. The Stimulus–Organism–Response (SOR) theory, which holds that The internal state of a person is impacted by outside stimuli prior to conduct, serves as the foundation for this study. In this study, consumer-based brand equity is the reaction, brand experience is the organism, and social media marketing activities are the stimulus. A quantitative approach was implemented by surveying 100 active TikTok users who had seen and utilized Scarlett products. The Statistical Package for Social Sciences (SPSS) was used to analyze the data using path analysis, the Sobel mediation test, and Moderated Regression Analysis (MRA) To assess the measurement model and structural model concurrently, including mediation and moderation tests. The results of the study demonstrate that consumer-based brand equity and brand experience are impacted by perceived social media marketing efforts. Additionally, The correlation between consumer-based brand equity and social media marketing actions was found to be mediated by brand experience. Additionally, co-creation behavior increases the impact of social media marketing on the brand experience. The results show that interactive marketing strategies that promote user involvement on TikTok can improve user-based brand equity and improve the brand experience. In the context of digital marketing, this work contributes theoretically to the development of the SOR model. Additionally, it provides useful guidance for businesses as they create consumer-focused social media strategy.

Keywords: *social media marketing activities, brand experience, co-creation behavior, customer-based brand equity*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh aktivitas pemasaran media sosial terhadap ekuitas merek berbasis konsumen dengan pengalaman merek sebagai variabel mediasi dan perilaku co-creation sebagai variabel moderasi. Penelitian ini didasarkan pada teori Stimulus–Organism–Response (SOR) yang menyatakan bahwa rangsangan dari luar memengaruhi kondisi internal individu sebelum menghasilkan suatu respons. Dalam penelitian ini, aktivitas pemasaran

media sosial berperan sebagai stimulus, pengalaman merek sebagai organisme, dan ekuitas merek berbasis konsumen sebagai respons.

Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 100 pengguna aktif TikTok yang pernah melihat dan menggunakan produk Scarlett. Analisis data dilakukan menggunakan Statistical Package for the Social Sciences (SPSS) melalui analisis jalur (*path analysis*), uji mediasi Sobel, dan Moderated Regression Analysis (MRA) untuk menguji model pengukuran dan model struktural secara simultan, termasuk pengujian mediasi dan moderasi.

Hasil penelitian menunjukkan bahwa aktivitas pemasaran media sosial berpengaruh positif terhadap pengalaman merek dan ekuitas merek berbasis konsumen. Selain itu, pengalaman merek terbukti memediasi hubungan antara aktivitas pemasaran media sosial dan ekuitas merek berbasis konsumen. Di samping itu, perilaku *co-creation* memperkuat pengaruh aktivitas pemasaran media sosial terhadap pengalaman merek. Temuan penelitian ini menunjukkan bahwa strategi pemasaran yang interaktif dan mendorong keterlibatan pengguna di TikTok mampu meningkatkan pengalaman merek sekaligus memperkuat ekuitas merek berbasis konsumen. Secara teoretis, penelitian ini berkontribusi pada pengembangan model Stimulus–Organism–Response (SOR) dalam konteks pemasaran digital. Secara praktis, hasil penelitian ini memberikan rekomendasi bagi perusahaan dalam merancang strategi pemasaran media sosial yang berorientasi pada konsumen.

Kata kunci: aktivitas pemasaran media sosial, pengalaman merek, perilaku *co-creation*, ekuitas merek berbasis konsumen.

A. INTRODUCTION

Background

Digital technology has transformed companies' marketing strategies. Social media is now one of the main resources businesses use to reach consumers in a more interactive and widespread manner. Social media, As stayed by (Kaplan & Haenlein, 2010), is a group of web-based programs that allow users to Make and distribute their own content. Social media helps build brand value

in addition to serving as a communication tool.

Among the social media sites is TikTok experiencing rapid growth because it allows users to watch and share short videos that are both informative and entertaining. TikTok has a large user base, according to DataReportal (2024). TikTok appears to be an ideal platform for companies to run promotional campaigns.

In digital marketing, businesses use a variety of social media

marketing strategies to influence client perceptions. Interaction, amusement, and referrals, trends, personalization, and social media marketing activities, As stated by (Lin et al., 2024) This activity is carried out with the intention of delivering a satisfying client experience with the brand. A client's experience with a brand can be influenced by a company's social media marketing activities. Brand experience, As stated by (Brakus et al., 2009), is how customers respond to a brand through intellectual, emotional, sensory, and behavioral stimuli. A satisfying encounter with the brand strengthens the connection between the brand and its customers. As stated by (Yoo & Donthu, n.d.) Consumer-based brand equity is the perceived value that customers attribute to a brand, as reflected in brand awareness, brand connotations, perceived quality, and customer loyalty.

The Scarlett brand, one of Indonesia's local beauty brands that uses TikTok as a marketing platform, is the subject of this study. Scarlett consistently shares content that directly engages customers, including product reviews and promotions. Consumers are encouraged not only

to receive these messages but also to actively participate in co-creation. According to (Matriadi, 2018) Consumers collaborative behavior in creating shared value with the company includes writing reviews, sharing experiences, and recommending products. On TikTok, this is evident in product reviews, comments, and user videos in which people share their experiences with Scarlett products.

The Stimulus–Organism–Response (S–O–R) theoretical structure, proposed by (Hochreiter et al., 2023) Used in this study. Social media marketing drives consumer-based brand experience and brand equity. Furthermore, co-creation is also considered a moderating variable that enhances the relationship between the organism and the stimulus. Based on this description, This study is crucial for examining how consumer-based brand equity is impacted by perceived social media marketing efforts; the moderating and mediating roles of brand experience and co-creation actions among TikTok users who use Scarlett products are the subjects of this study.

Problem Statement

The following is the research question for this study, which is based on the backdrop mentioned above:

- Does consumer-based brand equity depend on how social media marketing is perceived?
- Does the brand experience change as a consequence of marketing on social media?
- Does consumer-based brand equity benefit from brand experience?
- Does Social media marketing's effects initiatives on Scarlett's consumer-based brand equity get mediated by the experience of the brand?
- Does the impact of social media marketing initiatives on the Scarlett brand experience get mitigated by co-creation behavior?

1.3 Research objectives

This study's goals are to:

- Examining how consumer-based brand equity is affected by perceived social media marketing initiatives
- Examining how the brand experience is impacted by perceived social media marketing initiatives

- Examining how brand experience affects consumer-based brand equity
- To examine how The connection between brand equity based on consumers and social media marketing is mediated by brand experience initiatives
- To examine how co-creation behavior serves as a regulating element in the relationship between brand experience and social media marketing initiatives.

Research Benefits

1. Theoretical Benefits

By extending the application of the SOR (Stimulus–Organism–Response) theory to digital marketing in Indonesia, it is intended that this study would further the field of marketing science. Furthermore, this investigation validates the results. (Koay et al., 2021) discusses how co-creation moderation practices and brand mediation Experiences aid in the growth of consumer-based brand equity.

2. Practical Benefits

Companies, especially Scarlett, can use the research findings as a

foundation to create successful TikTok marketing plans.

3. Academic Benefits

The results of this investigation are anticipated to assist scholars, researchers, and students in their future investigations into digital consumer behavior and social media-based marketing communication tactics

Bagian-bagian yang dimaksud di atas tidak harus diuraikan dalam bentuk poin-poin terpisah. Ketajaman bagian ini merupakan pondasi bagi reviewer untuk menilai naskah yang dikirim.

B. RESEARCH METHODOLOGY

Research Design

According to (Sugiyono Dan, n.d.), This study employs an associative quantitative approach, which means that The study's goal is to determine the relationships and influences among the specified variables. The Stimulus–Organism–Response (SOR) theory forms the basis of this study's model (Hochreiter et al., 2023). This theory explains that social media marketing activities, for example, can influence individuals' internal states namely, their experiences with a brand and

generate behavioral responses, specifically brand-based consumer equity. Co-creation behavior serves as a moderator.

Population and Sample

Population

All Indonesian TikTok users who had seen Scarlett's advertising content and bought or used Scarlett products made up the study's population.

Sampel

Purposive sampling, which is a sampling strategy based on particular standards set by the researcher, was the method employed (Fajar Imamudin et al., 2025)

The criteria for respondents are as follows:

1. At least 17 years old
2. An active TikTok user
3. Has viewed Scarlett's content on TikTok
4. Has purchased or used a Scarlett product

One hundred respondents served as the study's sample size. This figure was considered sufficient for regression analysis and path analysis using SPSS.

Types and Source of Data

Both primary and secondary data are used in this investigation.

1. An online survey administered via Google Forms was used to gather main information obtained directly from participants.
2. Secondary information was gathered from scientific journals (Scopus Q1–Q2 and Sinta), textbooks, and previous research relevant to the research topic

Data Collection Techniques

Data was gathered using a closed-ended A survey designed based on each variable's indicators for each variable. Respondents' answers were assessed using a Likert scale of five points, namely:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Concur
- 5 = Strongly Concur

Perceived Social Media Marketing Activities (X)

Indicator:

1. Scarlett's content on TikTok is entertaining
2. Scarlett actively interacts with TikTok users

1. Scarlett's content follows TikTok trends

2. The information provided is relevant to my needs

3. There are many reviews and recommendations for Scarlett on TikTok

Brand Experience (Z1 – Mediation)

Indicator:

Scarlett products offer a delightful sensory experience

I feel happy after using Scarlett products

Scarlett products make me want to use them again

Scarlett has made me think positively about the quality of its products

Consumer-Based Brand Equity (Y)

Indicator:

1. I can easily recognize the Scarlett brand

Scarlett is of good quality

2. I have a positive impression of Scarlett

3. I'm a loyal customer of Scarlett products

Co-Creation Behavior (Z2 – Moderation)

Indicator:

1. I'd be happy to write a review of Scarlett

2. I recommend Scarlett to others

3. I'm happy to share my experience using Scarlett on TikTok

Validity and Reliability Tests

Before conducting the path analysis, The reliability and validity of the instrument were examined:

1. Validity Test

Tests for validity are used to ascertain the ability of survey things to measure the research variable. Validity tests are conducted using Pearson's correlation between product and moment with the following criteria:

1. calculated $r > \text{table } r$

2. $\text{Sig} < 0,05$

2. Realibility Test

Reliability tests are used to determine the consistency of respondents' answers.

Criteria:

- Cronbach Alpha $> 0,70$

Data Analysis Techniques

This study utilized the SPSS program and followed these steps:

1. Descriptive Analysis
2. Validity Test
3. Reliability Test
4. Classical Assumptions Test
 - Normality
 - Multicollinearity
 - Heteroscedasticity
5. Path Analysis

6. Mediation Test (Sobel Test)

7. Moderation Test (Moderated Regression Analysis/MRA)

8. Hypothesis Testing

Research Location and Time

The study was conducted online, covering various regions in Indonesia, with 100 respondents. Data collection took place throughout December using a digital questionnaire.

Research Ethics

1. Respondents gave their consent voluntarily.

2. Respondents identities are utilized only for scholarly purposes and are kept private.

3. During the data collection process, there was no coercion or manipulation.

4. All literature and theoretical sources are cited in accordance with scientific standards and academic ethics.

Research Model Summary

This study analyzes the effect of:

1. The effect of social media marketing activities (X) on consumer-based brand equity (Y);

2. Social media marketing activities (X) on brand experience (Z1);
3. Brand experience (Z1) on brand equity (Y);
4. The function of brand experience as a mediator (Z1);
5. The function of co-creation behavior (Z2) as a moderator;

All analyses were conducted using SPSS via path analysis, the Sobel mediation test, and Moderated Regression Analysis (MRA) with a sample of 100 respondents to evaluate the initial relationship of the SOR model in relation to TikTok social media marketing for Scarlett products.

C. RESEARCH FINDINGS AND DISCUSSION

This section displays the results of the study. derived from a survey that was given to 100 responders who fulfilled the study's requirements, namely individuals who are active on TikTok, have viewed Scarlett's marketing content, and have used Scarlett products. Subsequently, SPSS was accustomed to examine the gathered data. This was done to ascertain how social media marketing initiatives affect consumer-based brand equity, using co-creation behavior as the

moderating variable and brand experience as the mediating variable.

The research findings are presented in this chapter, including respondent characteristics, descriptive analysis of variables, validity tests, reliability tests, tests of classical assumptions, path analysis, mediation tests, moderation tests, and a discussion of the research findings.

Respondent Characteristics

Gender, age, and other attributes pertinent to the goals of the study are the respondent characteristics used to create the research respondent profile.

Characteristics by Gender

Table 1 Characteristics of Respondents by Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	48	48,0	48,0	48,0
Female	52	52,0	52,0	100,0
Total	100	100,0	100,0	

Table 1. shows that there were 52 female respondents, or 52% of the total respondents, while there were 48 male respondents, or 48%. These results indicate that the vast most of participants in this research were women.

Characteristics by Age

Table 1. Characteristics by Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20	35	35,0	35,0	35,0
21-25	55	55,0	55,0	90,0
>25	10	10,0	10,0	100,0
Total	100	100,0	100,0	

Table 2 shows that respondents aged 17–20 dominated this study, numbering 35 people, or 35% of the total respondents. Furthermore, there were 55 respondents aged 21–25 years, or 55%, and 10 respondents aged over 25 years, or 10%. These results indicate that the majority of TikTok users who use Scarlett products in this study are in the 21–25 age group.

Descriptive Analysis of Variables

Tabel 2 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Total_X	100	30	47	38,27	3,621
Total_Z1	100	17	40	30,86	4,501
Total_Y	100	15	40	30,67	4,699
Total_Z2	100	5	24	16,95	4,457
Valid (listwise)	N 100				

The descriptive analysis's findings indicate that the Marketing Activities on Social Media The variable has a mean worth of 38.27. The Brand Experience variable has a mean worth of 30.86, Consumer-Based Brand Equity has a mean worth of 30.67, and Co-Creation Behavior has a mean value of 16.95.

Validity Test

Question item	Corrected Item-Total Correlation	Description
X1	0,517	Valid
X2	0,638	Valid
X3	0,323	Valid
X4	0,639	Valid
X5	0,146	Invalid
X6	0,093	Invalid
X7	0,548	Valid
X8	0,537	Valid
X9	0,315	Valid
X10	0,419	Valid

according to the outcomes of the validity assessment for The variable of social media marketing activity, most statement items showed a Corrected Item-Total Correlation value above 0.30. Although there were several items with Corrected Item-Total Correlation values below the recommended threshold, these items were retained because they were still considered relevant for measuring he social media marketing activity variable variable based on the theoretical framework and research indicators used. Thus, all statement items were retained for further analysis.

Question Item	Corrected Item-Total Correlation	Description
Z11	0,529	Valid
Z12	0,678	Valid
Z13	0,665	Valid
Z14	0,695	Valid
Z15	0,741	Valid
Z16	0,660	Valid
Z17	0,573	Valid
Z18	0,396	Valid

according to the validity test's findings for the Brand Experience variable, all statement items used in the study had a corrected item-total correlation

coefficient higher than 0.30. As a result, every item in the Brand Experience variable was found to be legitimate and able to measure the concept being examined.

Question Item	Corrected Item-Total Correlation	Description
Y1	0,623	Valid
Y2	0,417	Valid
Y3	0,743	Valid
Y4	0,769	Valid
Y5	0,791	Valid
Y6	0,624	Valid
Y7	0,618	Valid
Y8	0,731	Valid

Considering the outcomes of the validity test for the Consumer-Based Brand Equity variable, all items had a Corrected Item-Total Correlation value greater than 0.30. Therefore, all items were deemed valid and suitable for use in this study.

Question Item	Corrected Item-Total Correlation	Description
Z21	0,751	Valid
Z22	0,835	Valid
Z23	0,841	Valid
Z24	0,765	Valid
Z25	0,576	Valid

Based on the results of the validity test for the Co-Creation Behavior variable, all items had a Corrected Item-Total Correlation value greater than 0.30. Thus, all items in the Co-Creation Behavior variable were deemed valid and can be used as a research measurement tool.

Reliability Test

Variable	Cronbach's Alpha	criterion	Description
X	0,760	>0,70	Reliabel
Z1	0,866	>0,70	Reliabel
Y	0,889	>0,70	Reliabel
Z2	0,900	>0,70	Reliabel

All research variables have Cronbach's Alpha values more than 0.70, according to the reliability test results. This suggests that the research The consistency of the tool is great, making it dependable and appropriate for use in this investigation.

Classical Assumption Test

Normality Test

Variable	Kolmogorov-Smirnov Sig.	Description
Research Model Residuals	0,131	Normally Distributed

A significance value of 0.131 was determined based on the findings of the Kolmogorov-Smirnov normality test. It can be inferred that the research data are regularly distributed as this number is higher than 0.05. As a result, the study model can be utilized for additional investigation since it satisfies the normalcy assumption.

Multicollinearity Test

Variable	Tolerance	VIF	Description
X	0,431	2,319	No Multicollinearity
Z1	0,431	2,319	No Multicollinearity

Considering the outcomes of the multicollinearity test, the Social Media Marketing Activity The tolerance value of the variable is 0.431 and a VIF value of 2.319. The Brand Experience variable also has a tolerance value of

0.431 and a VIF value of 2.319. The values of tolerance for Every variable is higher than 0.10, and the VIF values are less than 10. Thus, We may conclude that multicollinearity is not present in the regression model.

Heteroscedasticity Test

Variable	Sig	Description
X	1.000	No Heteroscedasticity
Z1	1.000	No Heteroscedasticity

Considering the outcomes of the heteroscedasticity test, the Marketing on Social Media The variable's significance value is 1.000, Additionally, the Brand Experience variable has a significance value of 1.000. The significance values for both variables are higher than 0.05, it can be said that heteroscedasticity is not present within the paradigm of regression.

Path Analysis

Model I

Variable	Beta	T-value	Sig.	Decision
X → Z1	0.754	11.368	0.000	H2 Accepted

Considering the outcomes of the regression The variable "Perceived Social Media Marketing Activities" in the analysis has a beta coefficient of 0.754, a t-value of 11.368, and a degree of significance of 0.000. Given that this level of relevance is less than 0.05, it can be concluded that

"Perceived Social Media Marketing Activities" has a favourable and substantial impact on brand experience. Thus, the second hypothesis (H2), which claims that perceived social media marketing initiatives have a favourable impact on Brand Experience, is accepted.

Model II

Variable	Beta	T-value	Sig.	Decision
X → Y	0.179	2.164	0.033	H1 Accepted
Z1 → Y	0.702	8.489	0.000	H3 Accepted

Considering the outcomes of the regression The variable "Perceived Social Media Marketing Activities" has a beta coefficient of 0.179, a calculated t-value of 2.164, and a degree of significance of 0.033. Given that this level of relevance is less than 0.05, it can be concluded that "Perceived Social Media Marketing Activities" has a positive and significant effect on Consumer-Based Brand Equity. Thus, The initial hypothesis (H1) is acknowledged. Furthermore, depending on the outcomes of the regression analysis, the "Brand Experience" variable has a beta coefficient of 0.702, a t-value of 8.489, and a significance level of 0.000. Since this significance level is less than 0.05, it can be concluded that Brand Experience has a positive

and significant effect on Consumer-Based Brand Equity. Thus, the third hypothesis (H3) is accepted.

Mediation Test

Effect	Value
Direct Effect (X→Y)	0,179
Indirect Effect (X→Z1→Y)	0,529
Total Effect	0,708
Sobel Test	6,10
Conclusion	H4 Accepted

The results of the mediation test show that 0.179 is the direct effect on consumer-based brand equity of perceived social media marketing initiatives. In the meantime, Brand Experience has an indirect effect of 0.529. The statistical value of 6.10 obtained from the Sobel test is higher than the crucial value of 1.96. H4 is approved since it was discovered that Brand Experience mediated how consumer-based brand equity is affected by perceived social media marketing activities.

Moderation Test

Variable	Sig.
Total X	0,000
Total Z2	0,065
XZ2 (Interaction)	0,103

Based on the results of the MRA, the significance value of The relationship between co-creation and perceived social media marketing activities Behavior (XZ2) was found to be 0.103. Since this value is greater than 0.05, The association between perceived social media marketing activities and

brand experience was not found to be moderated by co-creation behavior. As a result, Hypothesis H5—which claims that the Perceived social media marketing activities' effects on brand experience are moderated by co-creation behavior—is disproved.

Discussion

Discussion H1

The Effect of Perceived Social Media Marketing Activities on Consumer-Based Brand Equity

The outcomes of the Testing hypotheses reveals that the social media marketing activities perceived by consumers have a positive and significant impact on consumer-based brand equity. In other words, the better Skintific consumers perceive the brand's social media marketing activities to be, the greater the brand equity that is built among consumers. Informative, interactive, and entertaining social media marketing activities—with the ability to set trends and facilitate two-way communication—can enhance brand awareness, perceived quality, and patronage. Customers tend to see a brand more favorably when they have positive encounters with it on social

media, which raises the brand's perceived worth.

Discussion H2

The Effect Perceived Social Media Marketing Activities on Brand Experience

The results of the study indicate that the observed social media marketing activities have a positive and significant impact on consumers' brand experience. This conclusion suggests that effective social media marketing activities can provide customers with a better brand experience. By providing engaging, interactive, and relevant content on social media, Skintific can deliver experiences in the senses, emotions, mind, and actions to consumers. The higher the quality of the social media marketing activities conducted by the brand, the better the consumers' experience with the brand.

Discussion H3

The Effect Brand Experience on Consumer-Based Brand Equity

The test results show that consumer-based brand experiences have a positive and significant impact on consumer-based brand value. These results indicate that the encounters customers have with the Skintific brand can enhance brand

value in their minds. Consumers will increase their brand awareness, perception of quality, and loyalty through positive experiences.

Discussion H4

The Role of Brand Experience in Mediation

This study shows that brand experience can mediate The connection between social media marketing initiatives viewed by consumers and consumer-based brand equity. This suggests that social media marketing activities can not just immediately influence brand equity but can also enhance brand equity by fostering favourable brand encounters. In other words, when customers have positive experiences with the brand through Skintific's social media marketing activities, their perceptions of the brand improve, thereby increasing brand equity. After the mediator was included in the model, the mediation found was partial mediation. This is due to the fact that the direct effect of social media marketing activities viewed by consumers on consumer-based brand equity remains significant.

Discussion H5

The Moderating Role of Co-creation Behavior

The research results indicate that co-creation behavior does not moderate the impact of perceived social media marketing activities on brand experience. The significance value of the interaction term (XZ2) is 0.103, which is greater than 0.05. The results suggest that the level of consumer involvement in the process of co-creation can either enhance or weaken The connection between social media marketing efforts and brand experience. Thus, the brand experience perceived by Skintific consumers is more directly influenced by social media marketing activities than by their co-creation behavior. These results suggest that involving customers in various co-creation activities with the brand does not always enhance the brand's interaction with the consumer.

D. CONCLUSSION

Based on a study conducted on the impact of social media marketing activities viewed by consumers on consumer-based brand equity—with Brand Experience as the mediating variable and Co-creation Behavior as

the moderating variable among Skintific product users— The following inferences can be made:

1. Perceived social media marketing behavior has a favourable and noteworthy impact on consumer-based brand equity. This indicates that the better consumers perceive a company's social media marketing activities to be, the greater Skintific's brand equity is in consumers' minds.
2. Viewed social media marketing behavior has a positive and significant effect on Brand Experience. These results indicate that social media marketing activities viewed by consumers are engaging.
3. Consumer-Based Brand Equity is positively and significantly influenced by brand experience. This indicates that positive customer experiences with the brand can increase brand value and strengthen the customer relationship with Skintific.
4. Over the years, brand experience has been demonstrated to partially mediate the connection between consumer-based brand equity and consumer-perceived social media marketing activities.

In other words, social media marketing activities can enhance brand equity both directly and through consumers' encounters with the brand.

Behavioral co-creation was not found to moderate the effect of observed social media marketing activities on brand experience. Therefore, consumer involvement in the co-creation process does not strengthen or weaken the relationship between brand experience and social media marketing initiatives.

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