ANALYSIS OF GENERATION Z’S SOCIAL MEDIA MARKETING ACTIVITIES RELATIONS ON BRAND EQUITY: CONTEXT ON FASHION PRODUCTS

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Abstract

The fashion industry in Indonesia continues to proliferate, driven by stable economic growth and increasingly dynamic changes in people's consumption patterns. As future consumers, Generation Z has unique preferences, behaviors, and expectations regarding interactions with fashion brands and products. In this context, it is essential to understand how social media marketing activities, brand experience, and brand trust influence the brand equity of fashion products in Indonesia, especially in the context of Generation Z. The main objective of the research is to analyze the influence of social media marketing activities, brand experience, and brand trust on brand equity. The sample in this study consisted of 160 Generation Z respondents in Indonesia who were determined using a convenience sampling approach. Data collection uses a questionnaire instrument, which is then distributed online. Data analysis uses the SPSS application by displaying data processing results through testing research instruments with validity and reliability tests, multiple regression analysis, coefficient of determination and hypothesis testing. Based on the results of data analysis, it is stated that social media marketing activities, brand experience, and brand trust have a positive and significant effect on brand equity. In the context of theoretical implications, this research contributes to developing more relevant and comprehensive marketing theories that can better explain Generation Z consumer behavior. Practically, this research will provide valuable guidance for fashion brands in developing more effective and sustainable marketing strategies to reach Generation Z in Indonesia.

Keywords: Social Media Marketing Activities, Brand Experience, Brand Trust, Brand Equity

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INTRODUCTION

Generation Z, consisting of individuals born between the mid-1990s and the early 2010s, has become a key focus for many companies due to their outsized influence in marketing and consumption (Budi Utomo et al., 2023). The internet and digital technology have drastically changed the way consumers shop (Sinaga et al., 2021); (Basoeky et al., 2021). With increasing internet penetration and the use of mobile devices, consumers now have easier and faster access to search, compare and buy fashion products online (Poltak et al., 2022); (Sherly et al., 2023). The digital era allows fashion business players to collect and analyze consumer data more effectively (Augustinah et al., 2023). Using data analytics, they can better understand consumer behavior, purchasing trends, and product preferences, which can help them make more informed and efficient business decisions (Purboyo et al., 2021); (Sudirman et al., 2021). In the context of fashion products, Generation Z has unique preferences and tends to be more connected with brands that can build strong interactions through social media platforms (Sudirjo et al., 2023); (Pinho & Gomes, 2023).

Social media marketing activities have become crucial to fashion brands’ marketing strategies. With its broad reach and ability to interact directly with consumers, social media marketing activities can shape brand perceptions and influence purchases (Ainin et al., 2015); (Purwantini & Anisa, 2018). In the context of fashion products, where brands and brand image play a key role in purchasing decisions, understanding how social media marketing activities influence brand perception and loyalty is crucial (Tarsakoo & CharoenSukmongkol, 2020). Social media marketing activities can shape a brand's image, expand a brand's reach, and influence consumer interactions with a brand (Febrian et al., 2022); (Yu & Yuan, 2019).

In addition, brand equity is a valuable asset for fashion companies, as it reflects the brand's value in the eyes of consumers and contributes to the brand's long-term success in the market (A. J. Kim & Ko, 2012). Companies can develop more effective marketing strategies to attract and retain Generation Z consumers by understanding how social media marketing activities influence brand equity (Seo & Park, 2018); (Nawi et al., 2021). However, although the importance of the relationship between social media marketing activities and brand equity has been recognized, more in-depth research is still needed in the context of Generation Z and fashion products (Masa’deh et al., 2021); (Khajeh Nobar et al., 2020). This is due to the unique characteristics of Generation Z, such as changing consumption preferences and intensive social media usage habits.

Brand Experience is also essential in shaping consumer perceptions and loyalty towards fashion brands (Aiswarya & Krishnan, 2019); (Quan et al., 2020). How consumers experience and interact with brands through various social media channels will influence their perceptions of brand quality and value (Nuseir & Elrefae, 2022). In the context of fashion products, where brand image and the impression left by the consumer's experience play a central role in purchasing decisions, understanding how brand experience influences brand equity becomes crucial (Mohammad, 2017); (Amer et al., 2023). Positive experiences with a brand can increase consumer loyalty and strengthen their emotional bond with the brand (Feiz & Moradi, 2020); (Jeon & Yoo, 2021).

However, although the importance of brand experience has been recognized, more in-depth research is still needed in the context of Generation Z and fashion
products (H. J. Kim, 2012);(Huaman-Ramirez & Merunka, 2019). Generation Z has unique characteristics and consumption preferences that are different from previous generations, so it is necessary to understand how brand experiences can be tailored to their preferences and expectations (Yu & Yuan, 2019);(Rahmawati & Hidayati, 2023). This research can explore various aspects of brand experience that influence brand equity in fashion products, such as product quality, customer service, interaction with the brand via social media, and physical or online store experience.

In addition, brand trust is critical in establishing long-term relationships between fashion brands and Generation Z consumers (Sinaga et al., 2020);(Sudirman et al., 2020). This trust can be built through brand consistency, honesty, and responsibility to consumer needs and values (Tong et al., 2018);(Bennur & Jin, 2017). In the context of fashion products, where brands and brand image play a central role in purchasing decisions, brand trust becomes essential in influencing consumer preferences and building brand loyalty (Delgado-Ballester & Munuera-Alemán, 2005);(Sharma & Jain, 2019). Generation Z consumers look for brands they can trust and feel emotionally connected to.

However, although the importance of brand trust has been recognized, there is still a need for more in-depth research in the context of fashion products (Muslim et al., 2020);(Yohana F. C. P. Meilani, Innocentius Bernarto & Ian N. Suryawan, 2020). Generation Z has unique characteristics and consumption preferences that differ from previous generations, so it is necessary to understand how brand trust can be built and maintained among them (Huaman-Ramirez & Merunka, 2019);(Chung & Kim, 2014). This research can explore various factors influencing Generation Z's brand trust in fashion brands, such as brand consistency, brand responsibility to consumer needs, and brand interactions through various communication channels, including social media (Husain et al., 2022);(Roets et al., 2014). This research can also provide insight into how demographic and psychographic factors of Generation Z influence their perceptions of brand trust. This can help fashion companies adapt their marketing strategies according to the characteristics of their target consumers.

Brand equity is an important indicator of the success of fashion brands in an increasingly competitive market. By understanding how social media marketing activities, brand experience, and brand trust contribute to brand equity, companies can develop more effective strategies for building and maintaining their brand position in the marketplace. However, although the importance of the relationship between social media marketing activities, brand experience, brand trust and brand equity has been widely recognized, there is still a need to explore in greater depth how these factors are interconnected in the context of Generation Z and fashion products. By deepening their understanding of the relationship between these variables, companies can identify areas for improvement in their marketing strategies, optimizing their brand's influence on Generation Z consumers and increasing their brand's competitiveness in the market.

LITERATURE REVIEWS
Social Media Marketing Activities
A previous study by (Lim et al., 2020);(Nawi et al., 2021), identified social media as an essential platform that enables two-way interactions between brands and consumers, influencing brand perceptions
and purchasing decisions. This is especially relevant in fashion products, where brand image and impression are important to consumers. Research by (A. J. Kim & Ko, 2012);(Seo & Park, 2018), shows that the relationship between marketing activities and brand equity is dynamic and influences each other. Social media marketing activities, such as creative and interactive content, can strengthen the emotional connection between fashion brands and Generation Z consumers, influencing their perception of the brand.

In addition, research by (Khajeh Nobar et al., 2020);(Aditya Syahputra & Kurniawati, 2023), found that social media marketing activities that create positive consumer experiences can increase brand trust. This suggests that the relationship between social media marketing activities and brand equity is not only about brand image but also how consumers experience the brand through online interactions. However, some studies also highlight the challenges of measuring the concrete impact of social media marketing activities on brand equity. For example, a study by (Masa’deh et al., 2021);(Anupama Jayasuriya & Ferdous Azam, 2017), shows that although social media marketing activities can increase brand awareness and consumer interaction, they do not necessarily directly influence brand equity. Therefore, based on several previous research results, this study is carried out to develop a hypothesis:

**H1:** Social media marketing activities affect brand equity

**Brand Experience**

Research by (Aiswarya & Krishnan, 2019);(Quan et al., 2020), emphasizes the importance of a holistic brand experience, which includes all consumer interactions with the brand, both direct and indirect. A consistent and comprehensive brand experience can strengthen consumers' positive impression of a fashion brand and influence their loyalty. However, some research shows that not all aspects of brand experience have the same impact on brand equity. For example, research by (Feiz & Moradi, 2020);(Jeon & Yoo, 2021) found that customer satisfaction and brand loyalty have a more significant impact on brand equity than other aspects.

Furthermore, research by (Mohammad, 2017);(Nuseir & Elrefae, 2022) highlights the importance of authentic brand experiences linked to consumer identity. Generation Z consumers seek brand experiences that reflect their values and allow them to express themselves. A recent study by (Amer et al., 2023);(Yu & Yuan, 2019), found that positive brand experiences can influence consumers’ perceptions of fashion brands and increase brand equity. This emphasizes the importance of fashion companies in providing satisfying and meaningful experiences to Generation Z consumers. Therefore, based on several previous research results, this study was carried out to develop hypotheses:

**H2:** Brand experience influences brand equity

**Brand Trust**

Research by (Muslim et al., 2020);(Chung & Kim, 2014), found that brand trust significantly impacts brand equity, with high levels of trust increasing consumer loyalty and strengthening brand-consumer relationships. This shows the importance of building and maintaining brand trust among Generation Z consumers in the context of fashion products. However, several studies highlight the challenges of building strong brand trust in the era of digital and globalization. For example, research by (Huaman-Ramirez & Merunka, 2019);(Roets et al., 2014), found that brand transparency, integrity, and
fairness can influence consumer trust in fashion brands.

Furthermore, research by (Husain et al., 2022); (Delgado-Ballester & Munuera-Alemán, 2005), highlights the importance of brand consistency in building consumer trust. Brands that are consistent in their behavior and communication tend to be more trusted by Generation Z consumers in the context of fashion products. A recent study by (Lailatul Mufidah, 2021); (Tong et al., 2018), found that positive interactions between fashion brands and Generation Z consumers through various communication channels, including social media, can increase brand trust and strengthen brand equity. This emphasizes the importance of fashion companies leveraging digital platforms to build brand trust among Generation Z consumers. Therefore, based on several previous research results, this study was carried out to develop hypotheses:

**H3:** Brand trust influences brand equity

**METHODS**

A quantitative research design with an associative approach is used in this study. The research population is Generation Z, which uses fashion products in Indonesia. The reason behind choosing Generation Z is because they are a demographic group that has a significant influence on the fashion industry. As consumers who are active and experienced in digital technology, they have a significant role in shaping consumption trends and preferences regarding fashion and style. Additionally, Generation Z has unique characteristics in their consumer behavior. They grew up with extensive access to technology and social media, so they tend to have different preferences when interacting with brands and purchasing fashion products. Due to the unknown population, the sample was taken using a convenience sampling technique. According to (Hair, 2014), if the total population is unknown, ideally, the size of the representative respondents depends on the number of all indicators in the variable multiplied by 5-10. This study has sixteen indicators, so the number of respondents for this study is 16x10 = 160 samples. This number is considered representative to be observed as representative of the population because it has met the minimum sample threshold.

This study uses a research instrument test consisting of validity and reliability tests. The quantitative analysis consists of a normality test, regression test, hypothesis test, correlation test, and coefficient of determination. For data analysis using SPSS version 23 software, this data analysis makes it possible to test hypotheses and make conclusions based on empirical evidence. The operational definition of the social media marketing activities variable consists of entertainment, interaction, trendiness, and customization (Khajeh Nobar et al., 2020); (Seo & Park, 2018); the operational definition of the brand experience variable consists of product interaction, customer service, brand presence, and consistency (Amer et al., 2023); (Rahmawati & Hidayati, 2023); the operational definition of the brand trust variable consists of product quality, transparency, social responsibility, and security and privacy (Roets et al., 2014); (Chung & Kim, 2014); the operational definition of brand equity variables consists of perceived quality, brand awareness, brand association, and brand loyalty (Rahmawati & Hidayati, 2023); (Amer et al., 2023).
RESULTS AND DISCUSSION

Table 1. General Profile of Respondents

<table>
<thead>
<tr>
<th>Categories</th>
<th>Details</th>
<th>Amount</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender (years)</td>
<td>Men</td>
<td>52</td>
<td>432.5</td>
</tr>
<tr>
<td></td>
<td>Woman</td>
<td>108</td>
<td>67.5</td>
</tr>
<tr>
<td>Age (years)</td>
<td>15-18</td>
<td>25</td>
<td>15,625</td>
</tr>
<tr>
<td></td>
<td>19-22</td>
<td>55</td>
<td>34,375</td>
</tr>
<tr>
<td></td>
<td>23-26</td>
<td>80</td>
<td>50</td>
</tr>
<tr>
<td>Educational Background</td>
<td>High School</td>
<td>59</td>
<td>36,875</td>
</tr>
<tr>
<td></td>
<td>Diploma</td>
<td>30</td>
<td>18.75</td>
</tr>
<tr>
<td></td>
<td>Undergraduate</td>
<td>71</td>
<td>44,375</td>
</tr>
<tr>
<td>Monthly Income (Rupiah)</td>
<td>Less Than IDR 1,500,000</td>
<td>75</td>
<td>46,875</td>
</tr>
<tr>
<td></td>
<td>IDR 1,500,000 – 3,000,000</td>
<td>60</td>
<td>37.5</td>
</tr>
<tr>
<td></td>
<td>More Than IDR 3,000,000</td>
<td>25</td>
<td>15,625</td>
</tr>
</tbody>
</table>

Validity and Reliability Test

Table 2. Validity Test Results

<table>
<thead>
<tr>
<th>Variables</th>
<th>Corrected items - Total correlation</th>
<th>N of Items</th>
<th>Test results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing Activities</td>
<td>0.471</td>
<td>12</td>
<td>Valid</td>
</tr>
<tr>
<td>Brand Experience</td>
<td>0.524</td>
<td>12</td>
<td>Valid</td>
</tr>
<tr>
<td>Brand Trust</td>
<td>0.498</td>
<td>12</td>
<td>Valid</td>
</tr>
<tr>
<td>Brand Equity</td>
<td>0.635</td>
<td>12</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Based on the validity test of Table 1 above, it is concluded that all indicators in the study have a value above 0.30, and the measurement items used in this research are valid. Next, a reliability experiment is carried out to measure the measurement items on the questionnaire items that describe the indicators of the variables.

Table 3. Reliability Test Results

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
<th>Test results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing Activities</td>
<td>0.864</td>
<td>12</td>
<td>reliable</td>
</tr>
<tr>
<td>Brand Experience</td>
<td>0.820</td>
<td>12</td>
<td>reliable</td>
</tr>
<tr>
<td>Brand Trust</td>
<td>0.750</td>
<td>12</td>
<td>reliable</td>
</tr>
<tr>
<td>Brand Equity</td>
<td>0.762</td>
<td>12</td>
<td>reliable</td>
</tr>
</tbody>
</table>

The results of the experiment's reliability shown in Table 2 above prove that all indicators have a Cronbach alpha value for each instrument > 0.60, so it can be concluded that all the instruments used are reliable.

Multiple Regression Test

Table 4. Multiple Regression Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>t-count</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>6,690</td>
<td>3,869</td>
<td>.000</td>
</tr>
<tr>
<td>Entrepreneurial Orientation</td>
<td>.335</td>
<td>5.116</td>
<td>.000</td>
</tr>
<tr>
<td>Market Orientation</td>
<td>.218</td>
<td>2.422</td>
<td>.014</td>
</tr>
<tr>
<td>Customer Capital</td>
<td>.207</td>
<td>2.320</td>
<td>.020</td>
</tr>
</tbody>
</table>

The equation model is obtained from the multiple linear regression above = 6.690 + 0.335X1 + 0.218X2 + 0.207X3, meaning that social media marketing activities, brand experience, and brand trust positively affect brand equity. Based on these equations, it can be explained as follows:

1. The constant value of 6.690 can be interpreted as if the variables of social media marketing activities, brand experience, and brand trust are considered zero. Then, the value of brand equity will be in the range of values of 6.690.
2. The value of the beta coefficient on the social media marketing activities variable is 0.335, which means that every change in the social media marketing activities variable by one unit will result in a change in the brand equity of 0.335 units with the assumption that the other variables are at a constant value.
3. The beta coefficient value for the brand experience variable is 0.218, which means that every one-unit change in the brand experience variable will result in a brand equity of 0.218 units, assuming...
the other variables are at constant values.

4. The beta coefficient value on the brand trust variable is 0.207, which means that every change in the brand trust variable by one unit will result in a change in the brand equity of 0.207 units with the assumption that the other variables are at constant values.

Simultaneous and Partial Hypothesis Testing

Experiment F is used to examine the variable binding simultaneously. Simultaneous hypothesis testing attempts to analyze whether social media marketing activities, brand experience, and brand trust variables can simultaneously influence brand equity.

Based on the results of the simultaneous test analysis in Table 5, the F-count value is 22.337 > from F-table with (0.05; 3 vs. 157) of 2.66 or with a significant 0.000 ≤ 0.05 can be social media marketing activities, brand experience, and brand trust variables can simultaneously influence brand equity.

Based on the results of the simultaneous test analysis in Table 5, the F-count value is 22.337 > from F-table with (0.05; 3 vs. 157) of 2.66 or with a significant 0.000 ≤ 0.05 can be social media marketing activities, brand experience, and brand trust variables can simultaneously influence brand equity. Subsequently, a partial test was conducted to partially analyze the effect of social media marketing activities, brand experience, and brand trust on brand equity. Based on the results of data analysis in Table 4, the results of the t-test in this study are as follows:

1. Social media marketing activities have a significant level of 0.000 ≤ 0.05, meaning that social media marketing activities have a significant effect on brand equity.
2. Brand experience obtained a significant level of 0.014 ≤ 0.05, meaning that brand experience significantly influences brand equity.
3. Brand trust obtained a significant level of 0.020 ≤ 0.05, meaning that brand trust significantly influences brand equity.

Coefficient of Determination Test

The coefficient of determination measures how far a model can explain the variation of the dependent variable. The results of the determination test in this study can be explained in Table 6 below:

<table>
<thead>
<tr>
<th>Mode</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. An error in the estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.645a</td>
<td>.415</td>
<td>.404</td>
<td>1.182</td>
</tr>
</tbody>
</table>

Based on the results of the data analysis in Table 6 above, the coefficient of determination value is 0.415, which means that social media marketing activities, brand experience, and brand trust can explain 41.5% of brand equity. Other factors not discussed in this study can explain the remaining 58.5%.

Discussion

Based on partial hypothesis testing (H1) results, social media marketing activities positively and significantly affect brand equity. Social media allows fashion brands to build a strong and consistent brand image. Through engaging and consistent visual content, brands can strengthen their identity, values, and design aesthetic. Thus, consumers can identify these fashion brands quickly and associate them with certain qualities and styles. Indonesia has a large population actively uses social media, including platforms such as Instagram, Facebook and Twitter. With so many active users, social media has become an effective channel for fashion brands to build their online
presence and connect with potential consumers.

Direct interaction between fashion brands and consumers through comments, direct messages and other interactive features on social media allows for deeper engagement. This builds an emotional connection between the brand and the consumer, contributing to long-term consumer loyalty. Furthermore, social media marketing allows fashion brands to quickly explore and adopt the latest trends. By monitoring trends and consumer reactions in real-time, brands can adapt their marketing strategies according to consumer tastes and preferences changes.

Based on partial hypothesis testing (H2) results, brand experience positively and significantly affects brand equity. These results confirm that a good brand experience can increase consumer loyalty to fashion brands. When consumers feel satisfaction and pleasure in every interaction with a brand, they are likelier to choose products from that brand again. This is important in maintaining market share and increasing consumer trust in the brand. Brand experience includes every interaction a consumer has with a brand, from direct interaction with the product to communication via social media and the overall purchasing experience. In Indonesia, where competition in the fashion industry is fierce, positive experiences can make brands better remembered and identified by consumers.

A positive brand experience can also help fashion brands differentiate themselves from competitors. By providing unique, relevant, and memorable experiences, brands can create an emotional connection with consumers, making them more likely to choose that brand over other brands offering similar products. Then, in the current digital era, brand experience is also influenced by consumer interactions with brands via social media platforms. Exciting content, quick responses to consumer questions and input, and participation in online discussions are examples of how fashion brands can create positive experiences for consumers on social media.

Based on partial hypothesis testing (H3) results, brand trust positively and significantly affects brand equity. These results confirm that brand trust is essential in building consumer loyalty towards fashion brands. When consumers have strong trust in a brand, they tend to remain loyal for longer. In the Indonesian fashion industry, where consumer preferences can change rapidly, building relationships based on trust can help brands maintain market share and increase consumer loyalty. In the context of the diverse and competitive fashion market in Indonesia, consumer trust in brands is critical in choosing the products they will buy. Consumers tend to choose brands they believe will deliver the promised quality, reliability and value.

Brand trust also influences consumer attitudes towards brands, contributing to forming a strong and positive brand image. Consumers who trust a brand tend to provide positive recommendations to others and provide support even in difficult situations. This helps fashion brands build a good reputation in the eyes of consumers, increasing their overall brand equity. In addition, brand trust significantly influences the brand equity of fashion products in Indonesia because it plays a crucial role in influencing consumer behavior, building long-term loyalty, forming a positive brand image, and strengthening the relationship between brands and consumers. Fashion brands that build and maintain consumer trust tend to have more substantial brand equity and survive for a more extended period.

CONCLUSION
The results of this research conclude that social media marketing activities, brand experience, and brand trust positively and significantly affect brand equity. According to the data analysis obtained by researchers, within the overall scope of social media marketing activities, brand experience and trust are interrelated and strengthen each other in forming brand equity for fashion products in Indonesia. Through intelligent and innovative marketing strategies on social media, satisfying brand experiences, and building strong trust, fashion brands can create sustainable value, differentiate themselves from competitors, and gain a strong position in the competitive marketplace. Thus, good integration between social media marketing activities, brand experience, and brand trust can form a solid foundation for brand equity for fashion products in Indonesia.

Theoretically, this research contributes a deeper understanding of how brand interactions with consumers via social media influence consumer perceptions of the brand, consumer loyalty, and overall brand value. This implication can enrich marketing theories regarding the formation of brand equity in a context that continues to change and develop. Practically, this research provides valuable guidance for marketing practitioners in Indonesia's fashion industry. With a better understanding of the importance of social media marketing activities, brand experience, and brand trust, fashion brands can optimize their marketing strategies to increase brand equity. Brands can allocate their resources more efficiently and effectively to build a strong brand presence on social media, create satisfying consumer experiences, and build strong trust among them. This can help fashion brands increase consumer loyalty and sales and maintain their competitive position in an increasingly busy and dynamic market.

The limitation of this research lies in the relatively small sample size. For further research, the author recommends that it is necessary to increase the sample size by selecting a wider research object so that generalization can be carried out and increase the number of predictor variables, such as product availability, marketing communications, brand reputation, design and style, customer support, and product innovation. Apart from that, this research also has limitations in measuring the research variables used. Regarding social media marketing activities, research may only comprehensively capture some aspects of marketing activities on social media. For example, factors such as platform-changing algorithms, trend dynamics, and interactions between brands and users can take time to understand and quantify fully. In understanding brand experience, research may be limited by the subjectivity of consumer perception. Consumer experiences vary significantly based on individual preferences, previous experiences, and other psychological factors. Therefore, accurately measuring and generalizing consumer experiences can be challenging.

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