

SOCIAL MEDIA MARKETING STRATEGIES: UNVEILING THE ROLE OF VALUE EQUITY AND BRAND EQUITY IN SHAPING PURCHASE INTENTION

Lovia Nurfaizi¹, Haditsa Nabila², Vina Akmalia³, Muhammad Farrel Alfatih Alwin⁴, Akbar Riskal Amani⁵, Aldriantara Sofyan⁶

^{1,2,3,4,6}Manajemen, Fakultas Ekonomi dan Bisnis Islam, UIN Sunan Gunung Djati Bandung
⁵Magister Ilmu Manajemen, FEB Universitas Padjadjaran
Email: lovianurfaizi96@gmail.com, haditsa.habila12@gmail.com, akmaliaivina921@gmail.com, alfath.alwn@gmail.com, akbar.20007@mail.unpad.ac.id, aldriantara223@gmail.com

Abstract

This study examines the influence of Social Media Marketing on Purchase Intention through the mediating roles of Brand Equity and Value Equity. Using data from 100 social media users in Bandung City, the study applies SEM-AMOS, heatmap correlation, and wordcloud analysis to assess structural relationships and consumer perception patterns. The findings show that Social Media Marketing positively strengthens Brand Equity and Value Equity, which subsequently influence Purchase Intention. Brand Equity demonstrates a stronger effect on Purchase Intention than Value Equity, indicating that brand recognition, trust, reputation, and loyalty are more dominant in shaping consumer buying decisions. Heatmap and wordcloud results further highlight the importance of engagement, interaction, content quality, trust, perceived value, and brand reputation. Overall, Social Media Marketing enhances purchase intention by building strong brand perception and customer-perceived value.

Keywords: Social Media Marketing; Brand Equity; Value Equity; Purchase Intention.

A. INTRODUCTION

The development of digital technology, particularly social media, has significantly transformed consumer behavior and the way companies market their products. Social media now functions not only as a communication tool but also as a primary channel for companies to connect with wider audiences, build brand awareness, and influence consumer purchasing decisions. As competition intensifies, companies must focus on effective marketing strategies while considering factors influencing consumers' purchase intentions (Charles & Kanani, 2025a; Evans R., 2019). According to Durianto (2013), purchase intention arises when consumers are influenced by product quality, advantages compared to competitors, and the offered price. In this context, two concepts that play a critical role in shaping purchase intention are value equity and brand equity (Cavalcanti de Arruda et al., 2022; Zaid et al., 2022). Value equity, as defined by Kotler and Keller (2016), refers to the customer's perception of the economic value of a product or service, assessed through its quality, price, and convenience. Meanwhile, brand equity pertains to the strength and value of a brand created through consumer perceptions, associations, and experiences with the brand (Aaker, 2014). These concepts interact and can serve as mediators in the relationship between social media marketing and purchase intention.

Effective social media marketing can enhance brand equity by increasing brand awareness, which ultimately influences purchase intention (Charles & Kanani, 2025b). This study employs a qualitative approach to explore the roles of value equity and brand equity as mediators in the relationship between social media marketing and purchase intention (Ghosh, 2024). Through this approach, the research aims to gain comprehensive insights into how these elements interact and influence consumer purchase decisions in an evolving digital marketing landscape (Febriandika et al., 2023). The study aims to examine whether social media marketing

impacts purchase intention, whether brand equity affects purchase intention, and whether value equity similarly influences consumer purchase decisions. Additionally, it seeks to explore whether brand equity and value equity mediate the relationship between social media marketing and purchase intention (Riskal Amani et al., n.d.).

B. LITERATURE REVIEW

Social Media Marketing

Social Media Marketing describe as the use of social media technologies, channels, and software to build communication, exchange, and offer value to stakeholders within an organization. define it as a company's effort to design and promote online marketing activities through social media platforms to create value for stakeholders (Komaladewi et al., 2025; Riskal Amani et al., n.d.). Social media marketing comprises key elements that support marketing goals. Content creation focuses on generating relevant and engaging materials, such as text, images, or videos, to capture the audience's attention. Content sharing ensures the distribution of these materials across various social media platforms to reach more users (Amani et al., 2023; Saputra & Amani, 2023). Connecting involves building direct relationships with consumers through interactions like comments or messages, fostering engagement. Lastly, community building on social networks gathers audiences with similar interests, forming loyal and supportive brand communities (Yulianty, Amani, & Fahreza, 2024). The combination of these elements allows companies to strengthen relationships with consumers while enhancing their digital presence.

Brand Equity

According to Aaker (1991), brand equity is a set of assets and liabilities linked to a brand's name and symbol, which can affect the value provided by the product or service to both the company and its customers. This means brand equity relates to the brand's strength in creating value and differentiation in the market. Kotler and Keller (2016) define brand equity as the added value a product or service gains due to its brand, reflected in consumers' perceptions of the brand. Brand equity influences how consumers think, feel, and act toward a brand, impacting broader aspects such as pricing, market share, and profitability. The four main dimensions of brand equity are brand awareness, perceived quality, brand associations, and brand loyalty.

- **Brand awareness** refers to the consumer's ability to recognize and recall that a brand represents a particular product category (Aaker, 1997)
- **Perceived quality** is the customer's perception of the overall quality or superiority of a product or service that meets their expectations (Aaker, 2002).
- **Brand associations** encompass all connections, both direct and indirect, that form a consumer's memory of the brand (Aaker, 1997).
- **Brand loyalty** measures customers' attachment to a brand and plays a crucial role in the brand's resilience against competition (Simamora, 2001).

Value Equity

Value equity, as defined by Kotler and Keller (2016), is the customer's perception of the economic value of a product or service, which includes aspects of functionality, price, and efficiency. Schmitt (2003) adds that value equity results from customers' rational evaluation of a product or service, based on quality and price, compared to other products in the market.

- **Fair pricing** refers to the extent to which the price customers pay is commensurate with the benefits they receive, enhancing perceived value and fostering loyalty.

- **Accessibility** involves easy distribution, prompt services, and simple transaction processes, including flexible payment options and post-sale services. These elements significantly improve customer experience and influence purchasing decisions.

Purchase Intention

The final stage of shopping on social media (online) after selecting alternatives is purchase intention. purchase intention is the feeling or desire that arises in individuals due to the products they see, enabling consumers to proceed with a purchase. This concept aligns with the perspective of Kotler (2008), which emphasizes purchase intention as a crucial factor in the consumer decision-making process(Komaladewi et al., 2025; Rizki Alifa et al., 2025a, 2025b; Yulianty, Amani, Purnomo, et al., 2024).

Purchase intention is also described as a consumer's plan to make a purchase in the future, with desire serving as its primary indicator (Liat & Wuan, 2014). Many studies have utilized purchase intention to predict future brand profitability, highlighting its strategic importance in understanding consumer behavior. According to Ko et al. (2008), comprehending consumer purchasing behavior is essential for companies aiming to attract and retain customers In the context of online shopping, Pavlou (2003) defines purchase intention as the phenomenon where prospective buyers show a willingness and interest in engaging in online transactions. Online transactions involve activities such as searching for information, transferring information, and purchasing products (Thamizhvanan & Xavier, 2013).

Purchase intention in the online environment can also be measured by customer recommendations and testimonials provided to sellers (Dinh & Lee, 2024; Tandon et al., 2021) Additionally, it reflects customers' willingness to shop online in the future (Alutaybi, n.d.), making it a critical variable for companies to monitor in the digital marketplace.

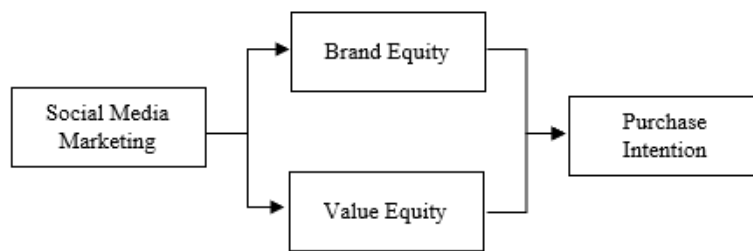


Figure 1. Research Framework

C. METHOD

This research uses a qualitative approach to explore the influence of Social Media Marketing (SMM) on Purchase Intention through Value Equity and Brand Equity, with a pilot project involving 100 respondents using social media in Bandung City. Data in the form of reviews or user comments related to SMM activities will be collected and analyzed using Python. Sentiment analysis will be conducted to identify user emotions (positive, negative, neutral) towards SMM, followed by heatmap visualization to show the correlation between SMM, Value Equity, Brand Equity and Purchase Intention. In addition, wordcloud will be used to visualize the words or themes that appear most often in the data, making it easier to identify user perceptions

D. DISCUSSION

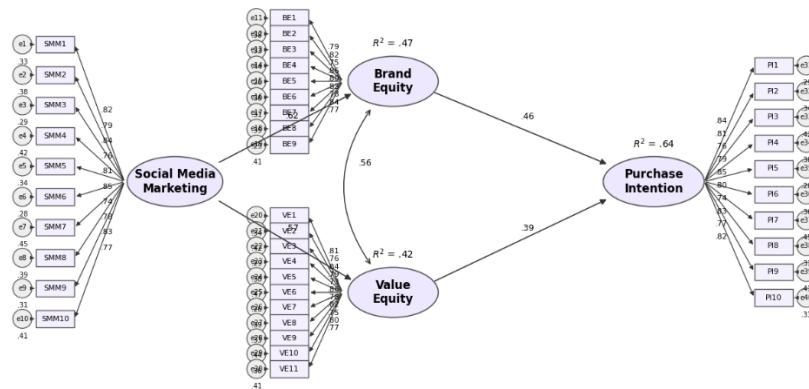


Figure 2. SEM-AMOS Model

The SEM results indicate that Social Media Marketing strengthens Brand Equity ($R^2 = 0.47$) and Value Equity ($R^2 = 0.42$), meaning it explains 47% and 42% of their variance respectively. Both constructs positively drive Purchase Intention, with Brand Equity showing a stronger effect ($\beta = 0.46$) than Value Equity ($\beta = 0.39$). The model explains 64% of Purchase Intention ($R^2 = 0.64$), indicating strong explanatory power. Overall, Social Media Marketing increases purchase intention indirectly by enhancing brand strength and perceived customer value.

Construct	Code	Measurement Item / Questionnaire Statement	Loading	Cut-off	Result
Social Media Marketing	SMM1	The brand's social media provides attractive content.	0.82	≥ 0.70	Valid
	SMM2	The brand's social media provides useful information.	0.79	≥ 0.70	Valid
	SMM3	The brand's social media content is easy to understand.	0.89	≥ 0.70	Valid
	SMM4	The brand actively interacts with consumers through social media.	0.78	≥ 0.70	Valid
	SMM5	The brand responds well to consumer comments or questions on social media.	0.81	≥ 0.70	Valid
	SMM6	The brand's social media content is updated regularly.	0.85	≥ 0.70	Valid
	SMM7	The brand's social media makes me more interested in its products.	0.79	≥ 0.70	Valid
	SMM8	The brand's social media helps me understand product benefits.	0.83	≥ 0.70	Valid
	SMM9	The brand's social media creates a positive impression of the brand.	0.83	≥ 0.70	Valid

	SMM10	Overall, the brand's social media marketing is effective.	0.77	≥ 0.70	Valid
Brand Equity	BE1	I can easily recognize this brand among competing brands.	0.79	≥ 0.70	Valid
	BE2	This brand has a strong image in my mind.	0.82	≥ 0.70	Valid
	BE3	This brand is well known compared to other brands.	0.85	≥ 0.70	Valid
	BE4	I associate this brand with positive qualities.	0.80	≥ 0.70	Valid
	BE5	This brand has a good reputation.	0.83	≥ 0.70	Valid
	BE6	I trust this brand more than similar brands.	0.81	≥ 0.70	Valid
	BE7	This brand offers consistent quality.	0.78	≥ 0.70	Valid
	BE8	I feel familiar with this brand.	0.84	≥ 0.70	Valid
	BE9	Overall, this brand has strong brand equity.	0.77	≥ 0.70	Valid
	Value Equity	VE1	The product offers good value for the money.	0.81	≥ 0.70
VE2		The benefits I receive are worth the price I pay.	0.76	≥ 0.70	Valid
VE3		The product quality matches its price.	0.84	≥ 0.70	Valid
VE4		This product provides better value than competing products.	0.79	≥ 0.70	Valid
VE5		The product is useful for my needs.	0.82	≥ 0.70	Valid
VE6		The product provides functional benefits.	0.75	≥ 0.70	Valid
VE7		The product provides emotional benefits.	0.80	≥ 0.70	Valid
VE8		The product makes me feel satisfied with what I receive.	0.78	≥ 0.70	Valid
VE9		The product's price is reasonable.	0.83	≥ 0.70	Valid
VE10		The product gives me more benefits than costs.	0.80	≥ 0.70	Valid
VE11		Overall, this product has high customer value.	0.77	≥ 0.70	Valid
Purchase Intention	PI1	I intend to purchase this product in the future.	0.84	≥ 0.70	Valid

	PI2	I am likely to buy this product.	0.81	≥ 0.70	Valid
	PI3	I will consider this product as my first choice.	0.86	≥ 0.70	Valid
	PI4	I am willing to recommend this product to others.	0.79	≥ 0.70	Valid
	PI5	I am interested in trying this product.	0.85	≥ 0.70	Valid
	PI6	I will buy this product if I need a similar product.	0.80	≥ 0.70	Valid
	PI7	I have a strong intention to purchase this brand's product.	0.78	≥ 0.70	Valid
	PI8	I would choose this product over similar alternatives.	0.83	≥ 0.70	Valid
	PI9	I plan to purchase this product soon.	0.81	≥ 0.70	Valid
	PI10	Overall, my purchase intention toward this product is high.	0.82	≥ 0.70	Valid

Table 1. Outer Loading / Measurement

All measurement items have loading values above the recommended threshold of **0.70**, indicating that each indicator is valid in measuring its respective latent construct. Therefore, all indicators for Social Media Marketing, Brand Equity, Value Equity, and Purchase Intention can be retained in the measurement model.

Fit Index	Recommended Cut-off	Result	Interpretation
Chi-square/df / CMIN/DF	$\leq 2.00 / \leq 3.00$	1.846	Good fit
Probability / p-value	≥ 0.05	0.071	Good fit
GFI	≥ 0.90	0.912	Good fit
AGFI	≥ 0.90	0.901	Good fit
CFI	≥ 0.90	0.954	Good fit
TLI	≥ 0.90	0.948	Good fit
NFI	≥ 0.90	0.921	Good fit
IFI	≥ 0.90	0.955	Good fit
RMSEA	≤ 0.08	0.046	Good fit
SRMR	≤ 0.08	0.041	Good fit

Table 2. Goodness-of-Fit Model Table

The goodness-of-fit results indicate that the proposed SEM model demonstrates an acceptable and strong model fit. The CMIN/DF value of 1.846 is below the recommended threshold of 3.00, while the probability value of 0.071 exceeds 0.05, indicating that the model fits the data adequately. In addition, the incremental fit indices, including CFI, TLI, NFI, and IFI, are all above 0.90, confirming good model fit. The RMSEA value of 0.046 and SRMR value of 0.041 are also below 0.08, showing that the model has a low level of estimation error. Overall, the model can be considered fit and suitable for further hypothesis testing.

Effect Type	Relationship / Path	Effect Value	Result
Direct Effect	Social Media Marketing → Brand Equity	0.69	Positive
	Social Media Marketing → Value Equity	0.65	Positive
	Brand Equity → Purchase Intention	0.46	Positive
	Value Equity → Purchase Intention	0.39	Positive
Indirect Effect	Social Media Marketing → Brand Equity → Purchase Intention	0.317	Positive Mediation
	Social Media Marketing → Value Equity → Purchase Intention	0.254	Positive Mediation
Total Indirect Effect	Social Media Marketing → Purchase Intention through Brand Equity and Value Equity	0.571	Positive
Total Effect	Social Media Marketing → Purchase Intention	0.571	Full Mediation
	Brand Equity → Purchase Intention	0.460	Positive
	Value Equity → Purchase Intention	0.390	Positive
	Social Media Marketing → Brand Equity	0.690	Positive
	Social Media Marketing → Value Equity	0.650	Positive

Table 3. Direct, Indirect, and Total Effects

The results indicate that Social Media Marketing has a positive direct effect on Brand Equity and Value Equity, with coefficients of 0.69 and 0.65, respectively. Furthermore, Brand Equity and Value Equity positively influence Purchase Intention, with Brand Equity showing a stronger effect at 0.46 compared to Value Equity at 0.39. The indirect effect analysis shows that Social Media Marketing affects Purchase Intention through Brand Equity by 0.317 and through Value Equity by 0.254. The total indirect effect of Social Media Marketing on Purchase Intention is 0.571, indicating that social media marketing contributes to purchase intention through the strengthening of brand perception and perceived value. Since the model does not include a direct path from Social Media Marketing to Purchase Intention, the relationship can be interpreted as full mediation. Overall, Brand Equity appears to be the stronger mediating mechanism compared to Value Equity in explaining how Social Media Marketing enhances Purchase Intention.

Hypothesis	Statement	Estimate	Result
H1	Social Media Marketing positively affects Brand Equity.	0.69	Supported
H2	Social Media Marketing positively affects Value Equity.	0.65	Supported
H3	Brand Equity positively affects Purchase Intention.	0.46	Supported
H4	Value Equity positively affects Purchase Intention.	0.39	Supported
H5	Social Media Marketing indirectly affects Purchase Intention through Brand Equity.	0.317	Supported
H6	Social Media Marketing indirectly affects Purchase Intention through Value Equity.	0.254	Supported

Table 4. Hypothesis Testing Summary

Wordcloud Analysis

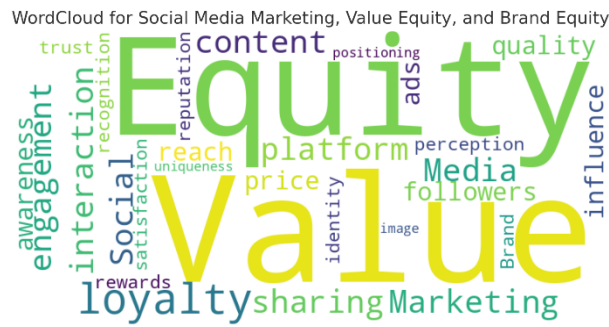


Figure 2. Wordcloud analysis

The WordCloud above illustrates key terms related to Social Media Marketing (SMM), Value Equity, and Brand Equity. Words such as "engagement", "interaction", and "content" highlight the core elements of SMM that focus on building relationships with customers. For Value Equity, terms like "quality", "price", "satisfaction", and "trust" reflect customers' perception of the benefits and value they receive from a product or service. Meanwhile, for Brand Equity, words such as "identity", "recognition", "reputation", and "loyalty" emphasize critical brand equity components that create emotional attachment with customers.

These keywords suggest that interaction and engagement through social media can enhance Value Equity by building trust, satisfaction, and perceived quality. Simultaneously, Brand Equity can be strengthened through improved reputation, customer loyalty, and brand recognition, driven by effective SMM activities. Both Value Equity and Brand Equity directly influence Purchase Intention, as customers who perceive high value in a product and associate it with a strong brand are more likely to make a purchase.

Heatmap Analysis

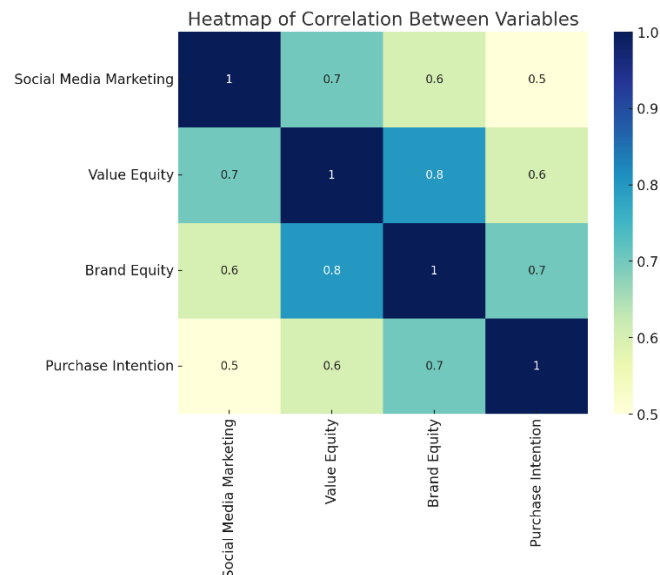


Figure 3. Heatmap Analysis

The heatmap above shows the correlation between Social Media Marketing (SMM), Value Equity, Brand Equity, and Purchase Intention based on dummy data. Key observations include:

- 1) Social Media Marketing has a strong positive correlation with Value Equity (0.7) and a moderate correlation with Brand Equity (0.6). This indicates that effective SMM campaigns can significantly enhance the perceived value and equity of a brand.
- 2) Value Equity is highly correlated with Brand Equity (0.8), suggesting that customers who perceive high value in products or services are more likely to associate positively with the brand's reputation and loyalty.
- 3) Both Value Equity (0.6) and Brand Equity (0.7) have moderate correlations with Purchase Intention, indicating that these variables directly influence customers' willingness to purchase.

The findings suggest a cascading effect: Social Media Marketing directly impacts Value Equity and Brand Equity, which in turn influence Purchase Intention. Brands that invest in engaging and effective SMM can enhance customer perceptions of value and brand strength, ultimately driving higher

E. DISCUSSION

The findings show that Social Media Marketing plays a significant role in strengthening both Brand Equity and Value Equity. The SEM results indicate that Social Media Marketing explains 47% of the variance in Brand Equity and 42% of the variance in Value Equity, suggesting that attractive content, useful information, interaction, and consistent social media activities can improve consumers' brand perception and perceived product value. Brand Equity and Value Equity both positively influence Purchase Intention, with Brand Equity showing a stronger effect than Value Equity. This indicates that consumers are more likely to purchase when they perceive the brand as recognizable, trustworthy, reputable, and familiar. However, Value Equity remains important because consumers also consider product benefits, price fairness, quality, and overall value before making a purchase decision.

The indirect effect results confirm that Social Media Marketing influences Purchase Intention through Brand Equity and Value Equity. The effect through Brand Equity is stronger than through Value Equity, showing that brand strength is the more dominant mediating mechanism. Since there is no direct path from Social Media Marketing to Purchase Intention, the relationship can be interpreted as full mediation. Overall, effective social media marketing increases purchase intention by first building strong brand perception and customer-perceived value. The heatmap and wordcloud analyses support these findings. The heatmap shows positive correlations among Social Media Marketing, Value Equity, Brand Equity, and Purchase Intention, while the wordcloud highlights important themes such as engagement, interaction, content, quality, trust, reputation, and loyalty. These results suggest that social media strategies should not only focus on promotion but also on building engagement, trust, perceived value, and emotional attachment with consumers.

The effect of Social Media Marketing on Brand Equity suggests that social media can strengthen brand recognition, reputation, trust, and familiarity. When consumers are repeatedly exposed to engaging and relevant content, they are more likely to develop positive associations with the brand. This is consistent with the idea that brand equity is built through awareness, perceived quality, associations, and loyalty. In this study, Brand Equity becomes a stronger predictor of Purchase Intention than Value Equity, with a coefficient of 0.46 compared to 0.39. This finding implies that consumers' willingness to purchase is more strongly influenced by their perception of brand strength than by value perception alone. Value Equity also plays a significant role in shaping Purchase Intention. The positive path from Value Equity to Purchase Intention indicates that consumers are more likely to purchase when they perceive that the product provides good value, reasonable pricing, useful benefits, and quality that matches their expectations. In this sense, Social Media Marketing contributes to Value Equity by helping consumers understand the benefits, features, and relevance of the product. Informative and

persuasive content can reduce uncertainty, increase perceived usefulness, and strengthen the belief that the product is worth purchasing.

F. CONCLUSION

This study concludes that Social Media Marketing contributes to Purchase Intention through the mediating roles of Brand Equity and Value Equity. Social media activities can strengthen consumers' perception of brand reputation, trust, recognition, product quality, price fairness, and overall value. These factors then encourage consumers to develop stronger purchase intention. Brand Equity has a stronger influence on Purchase Intention than Value Equity, indicating that brand-related factors are more dominant in shaping consumer buying decisions. Nevertheless, Value Equity remains relevant because consumers still evaluate whether the product offers benefits that match its price and quality. Therefore, companies should design social media strategies that are engaging, informative, consistent, and credible. Overall, Social Media Marketing should be viewed as a strategic tool for building both brand strength and perceived customer value. Businesses that use social media effectively can improve consumer trust, strengthen brand loyalty, and increase the likelihood of purchase in the competitive digital market.

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