

Influence of Social Media and E-Commerce on Online Purchase Decisions to Boost Jewellery Sales in Indonesia

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Abstract: *This study aims to analyze the influence of social media and e-commerce on online purchase decisions in the jewelry industry in Indonesia, with external factors such as competitor analysis and customer behavior as moderating variables. The research was conducted using quantitative methods by distributing questionnaires to 386 respondents using quantitative methods and SEM-PLS analysis. The results show that promotions, product descriptions, the safety of the transaction process, and competitor analysis significantly influence online purchase decisions. Customer analysis, was found to moderate this relationship, particularly in terms of increasing the effectiveness of CTAs and product descriptions. This research provides insights into the potential of digital marketing strategies in the jewelry industry, highlighting the importance of understanding competitor actions and customer behavior to improve purchase decisions and drive online sales growth.*

Keywords: Digital Marketing, Social Media, E-Commerce, Purchase Decision, Jewellery

1. Introduction

Gold is an investment instrument that is popular with the public because it is durable and long-lasting. Starting from investing in precious metals or jewellery. Gold purchases made by Indonesian people fall into two categories of purchase purposes: investment and fashion support. The awareness of Indonesian people to start actively investing where as many as 46% of Indonesians are more interested in investing in gold (Lidwina, 2021). This means that the gold market is still very high and has potential. With this, business actors must take action to maximize existing opportunities to meet community needs.

In 2023, Indonesia faced economic challenges marked by increasing inflation, which affected various industrial sectors, including the jewellery industry. According to the latest report from the Central Statistics Agency (BPS), the annual inflation rate in November 2023 was 2.86 percent, while monthly inflation reached 0.38 percent. One commodity that makes a significant contribution to inflation is gold jewellery, which contributes 0.11 percent to annual inflation and 0.03 percent to monthly inflation. This figure shows an increase compared to the previous month, where the contribution of gold jewellery to inflation was recorded at 0.10 percent and 0.01 percent, respectively.

This phenomenon reflects the significant dependence of society on gold jewellery, both as a consumer product and as an investment instrument. The increase in the price of gold jewellery

which also influences the inflation rate shows that demand for this product remains high, even though the price of gold has increased.

According to Commercial Director of PT Emas Antam Indonesia (EAI), Dede Izudin said with the increase in gold prices and interest in investing in gold, various new platforms have emerged that make it easier for people to invest, platforms that have emerged such as digital gold where you can invest in gold through the platform and also the development of Bullion Protect technology which can protect consumers when investing becomes more comfortable and safer. The shift in methods for purchasing gold to become easier online opens up new opportunities for jewellery entrepreneurs to gain a wider market share, which is in line with the use of digital platforms that have been widely used in Indonesia. In 2024, social media and internet users in Indonesia were 77 percent and 60.4 percent (Riyanto, 2024).

2. Theoretical Foundations

2.1 Competitor Analysis

Competitor analysis is identifying competing companies to find out and evaluate competitors' strengths, weaknesses, strategies, and market positions to determine how a business can differentiate itself and capture a larger market share (Chaffey & Ellis-Chadwick, 2022). The process of understanding competitors is critical to understanding the dynamics of competition in the industry. Without understanding how competitors act, the company will be in a less prepared position when facing competition in the market. In order to outperform competitors, a company must first monitor and anticipate the actions or strategies that competitors will take in the future. To predict competitors' actions, we must understand and conduct an in-depth understanding of competitors' situations and their strategic choices so that the company can respond to business competition. Become more effective and proactive (Adom, Nyarko, & Som, 2016).

To create a good analysis structure between competitors and companies, competitor benchmarking is carried out to develop strategies that suit the same target market with lower costs and less time (Gao, Qin, Zhao, Gu, & Wang, 2022). In this context, so that companies are not left behind by competitors, companies need to work harder, more effectively, and efficiently. Benchmarking is recognized as a method that accelerates companies in achieving goals, namely by improving systems and accelerating innovation so that companies can compete more competitively (G. Anand & Kodali, 2008).

2.2 Customer Analysis

Customer analysis is the process of identifying the needs, desires, preferences, and behaviour of consumers who are a business's target. Carrying out customer analysis can help companies identify the right segments to provide products and services that suit the target market's needs (Kotler & Keller, 2021). A deeper understanding of the right target market will help companies facilitate communication with consumers to establish deeper relationships between companies and consumers. In order to direct a more effective marketing strategy, it is necessary to create market segmentation, which divides the market into groups based on specific characteristics such as demographics, interests, and psychographics (Chaffey & Ellis-Chadwick, 2022).

When implementing a marketing strategy, we must focus on customers and see how they engage with content and channels and their social media journey. Understanding trading conditions is essential to implementing realistic business and marketing goals. Not only looking at consumer behaviour but also knowing how to analyze reactions and responses from

consumers because, in this digital world, the actions taken by consumers are very easy to track, so companies can take advantage of that to implement strategies (Chaffey & Ellis-Chadwick, 2022). Understanding and analyzing the right target market can help the company excel in the market because the promotions, products, and services provided are in accordance with what the target market wants and needs.

2.3 Social Media

Currently, many social media platforms are commonly used by the public, and they have various functions, benefits, and different target users. Social media has brought three significant changes to the market (Li, Larimo, & Leonidu, 2021). The first is to enable interaction between sellers and consumers differently, whereas previously, it was impossible to carry out long-distance communication between the two parties using media such as Facebook, Twitter, and YouTube. Second, social media has changed the way of communication and influence between both parties. And finally, the development of data in social media has succeeded in enabling companies to improve relationship management and influence their decisions.

Along with the development of the use and evolution of digital marketing strategies, social media has segmented audiences more precisely to capture more specific groups of potential customers. Using this data will increase the efficiency of marketing campaigns so that they can reduce wasted marketing costs and increase profits. Company (Semenda, Sokolova, Korovina, Bratko, & Polishchuk, 2024).

2.4 E-commerce

Electronic Commerce (e-commerce) is the process of buying and selling goods and services via the Internet. According to (Chaffey & Ellis-Chadwick, 2022), e-commerce is not only a place for online buying and selling transactions but also includes non-financial transactions such as customer service and product or service information. The ease of e-commerce transactions can help increase efficiency and productivity in the buying and selling process, saving costs that can positively impact the business development of entrepreneurs, especially MSMEs in Indonesia. BI predicts that the value of e-commerce transactions will grow 2.8% to IDR 487 trillion in 2024 and 3.3% to IDR 503 in 2025 (Indonesian Ministry of Trade, 2024). To take advantage of the enormous potential opportunities, companies that want to compete in e-commerce need to understand the type of customers the company is targeting and develop a company strategy based on the company's targets to attract new consumers or increase the loyalty of existing consumers. Companies must concentrate on offering effective services that differentiate the company's facilities from those of its competitors, increasing satisfaction for customers who have positive experiences will lead them to become loyal consumers (Hernandez, 2010).

2.5 Purchase Decision

The purchase decision is the final step in the consumer decision-making process, where consumers will choose to buy a product or service from several existing options. The buyer will decide when the consumer has finished evaluating a product or service following their preferences (Kotler & Keller, 2021). Digital developments have changed how consumers make decisions, now consumers can easily see product reviews, compare prices and interact directly with sellers. The increasing number of online platforms used as media for selling has made consumers rely more on reviews from other users, recommendations from influencers, and content shared by brands to help them make purchasing decisions with much information obtained (Chaffey & Ellis-Chadwick, 2022).

2.6 Hypothesis Development

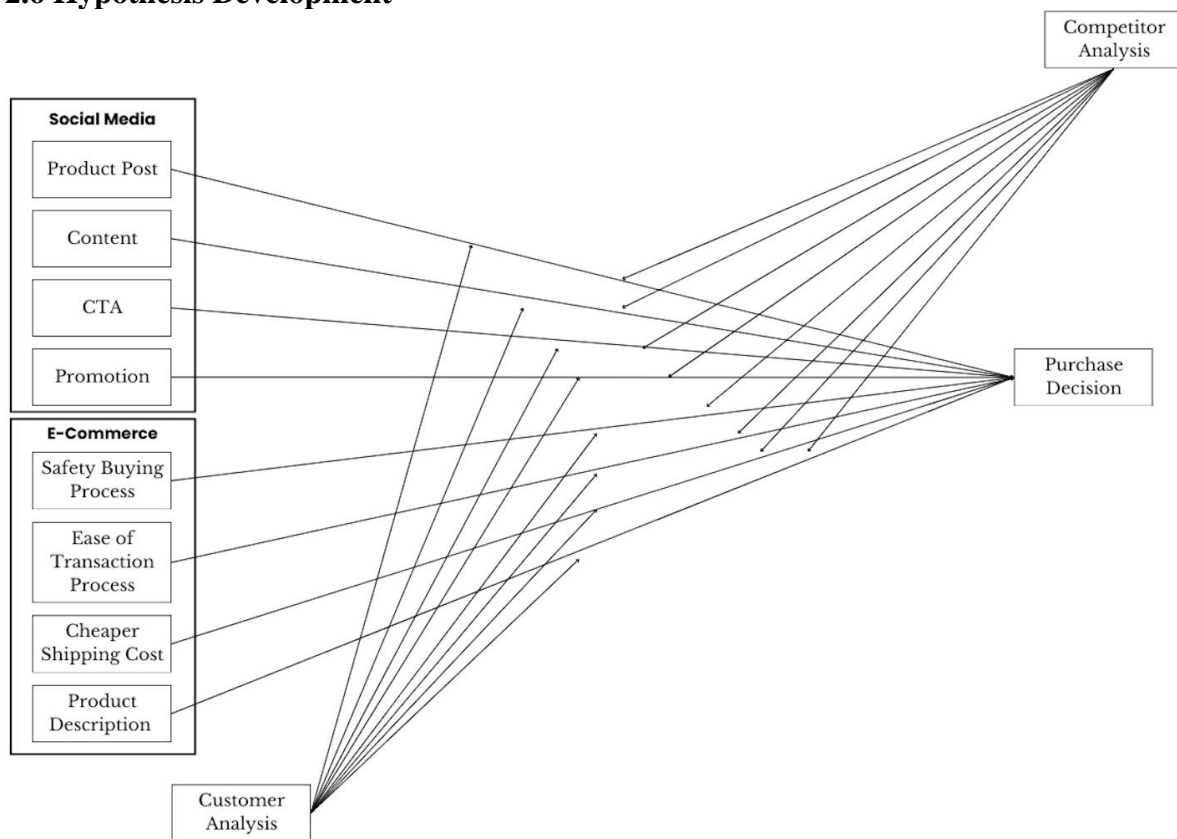


Figure 1: Conceptual Framework

3. Methodology

3.1 Data Collection

This research uses data sourced from primary and secondary data. This research was designed to determine the direct relationship between the independent variables (Social Media and E-commerce) and the dependent variable (Purchase Decision), as well as the moderating relationship where External Analysis (Competitor Analysis and Customer Analysis) influences the strength or weakness of the relationship. This research only focuses on certain characteristics of respondents with predetermined characteristics so it uses a purposive sampling method for selecting respondents. The population of this research is Indonesian people aged 18 - 50 who are actively using the Internet. number of samples needed for this research is 386 people.

3.2 Data Analysis

The data used for analysis comes from primary and secondary data. Primary data is obtained from answers to questionnaires distributed to respondents who meet the criteria. Primary data is used to determine consumer preferences in using social media and e-commerce, which they prefer as platforms for shopping, as well as to determine whether competitor analysis and customer analysis will influence respondents' decisions in purchasing a product. To process data, this research will use SEM to analyze the relationship between independent and dependent variables simultaneously. Using SEM, the researcher can evaluate measurement models or structural models that show the relationship between variables so that the analysis provided can be assessed comprehensively (Hair, Babin, & Anderson, 2019). In SEM, validity

and reliability tests are also carried out to ensure that the tests carried out can produce more consistent and accurate data.

4. Finding and Discussion

4.1 Demographic Characteristics of Respondent

The demographic profile of the 386 respondents reveals a diverse distribution across several categories. Regarding gender, most respondents were women, 76.4% (295 people), while men were 23.6% (91 people). For age, the largest age group was in the 25-30 year range, which reached 37.6% (145 respondents), followed by the 18-24 year age group at 27.5% (106 respondents). The smallest age group is 46-50 years, comprising only 1.6% (6 respondents). Regarding socioeconomic status, most respondents came from the middle class, namely 52.3% (202 people), while 29.0% (72) came from the lower class. The upper class is represented by 18.7% (112 respondents). Regarding employment status, full-time employees dominate with 44.5% (172 respondents), followed by freelancers at 15.0% (58 respondents). Entrepreneurs accounted for 16.1% (62 respondents), while students comprised 9.3% (36). There is also a small number of people who work as civil servants, amounting to 0.3% (1 respondent), and housewives (IRT) represent 11.7% (45 respondents). Related to location, the majority of respondents lived in urban areas (56.7%, 219 respondents), while 29.8% (115 respondents) lived in suburban areas, and 13.5% (52 respondents) came from rural areas. For use of social media, TikTok was the most popular platform, used by 50.0% (193 respondents), followed by Instagram at 26.4% (102 respondents). Facebook is used by 9.6% (37 respondents), and WhatsApp is used by 11.1% (43 respondents). Regarding e-commerce platforms, Shopee is the dominant platform used by 66.3% (256 respondents), followed by Tokopedia at 21.2% (82 respondents). Lazada is used by 11.7% (45 respondents), while TikTok Shop has a very small representation with 0.8% (3 respondents). This demographic analysis shows a clear preference for digital platforms such as TikTok and Shopee, indicating that most respondents are tech-savvy and use online social interaction and shopping.

4.2 Consumer Profiling

To find out more about the profile of jewellery consumers and gain insight into consumer preferences when purchasing jewellery, the data found that where to buy jewellery, the majority of respondents prefer to buy jewellery in physical stores, namely 57.5% (222 respondents). In comparison, 27.7% (107 respondents) choose to buy via e-commerce, and only 14.8% (57 respondents) use online media. Social. Budget for Buying Jewellery: Most respondents had a budget of between IDR 500,000 and IDR 5,000,000, 72.3% (279 respondents). Only 20.5% (79 respondents) had a budget of less than IDR 500,000, and 7.3% (28 respondents) had a budget of more than IDR 5,000,000. Last Purchase Time: Most respondents last purchased jewellery in the last 1-3 months, namely 31.6% (122 respondents). 28.2% (109 respondents) purchased more than 6 months ago, and 21.0% (81 respondents) purchased less than 1 month ago. Important Factors in Choosing Jewellery: The most important factor for respondents in choosing jewellery was quality, which was chosen by 38.6% (149 respondents), followed by price at 28.8% (111 respondents), and design at 25.9% (100 respondents). Only 6.7% (26 respondents) considered store reputation an essential factor. Reasons to Buy Jewellery: Most respondents bought jewellery for investment purposes, namely 60.1% (232). As many as 20.7% (80 respondents) bought jewellery for fashion or style, and 12.7% (49 respondents) bought it for special events such as weddings or birthdays. How to Find a Jewellery Store You Trust: Most respondents found a jewellery shop they trusted through recommendations from friends or family, with a percentage of 58.0% (224 respondents). Searching via e-commerce was the second most popular method, at 26.9% (104 respondents), while 13.7% (53 respondents) found

a store via social media. From this data, it can be concluded that physical stores are still consumers' primary choice for purchasing jewellery, focusing mainly on quality and investment. Reputation from recommendations from friends or family is significant for consumers when choosing a jewellery store they can trust.

4.3 Partial Least Squares (PLS-SEM) Analysis Result

4.3.1 Convergent & Discriminant Validity

In measuring convergent validity, five indicators do not meet the minimum outer loading limit, namely >0.70 , so PP1, C3, SBP 1, SBP 3, and PUD 1 are removed from this research model. Meanwhile, the remaining indicators for each variable are accepted. For Product posts, indicators PP2, PP3, and PP4 have loading factors of 0.777, 0.768, and 0.829, so this variable is considered to be able to demonstrate their strong representation of this construct. Content indicators C1, C2, and C4 have values of 0.790, 0.839, and 0.815, indicating what content is liked. Call to Action indicators, CoA1 and CoA2, show 0.882 and 0.893, showing how they respond to promotions. Promotion indicators PR1, PR2, PR3, and PR4 result values of 0.818, 0.775, 0.844, and 0.841, validating the influence of social media in the decision-making process. Ease of Transaction Process indicators, ETP1, ETP2, and ETP3, show results of 0.799, 0.791, and 0.726, reflecting that the ease of transactions in e-commerce is felt well. Cheaper Shipping Cost indicators, CSC1, CSC2, and CSC3, with loading factors 0.743, 0.805, and 0.831, show interest in shopping because of shipping costs. Product description indicators PD1, PD2, and PD3 show loading factors of 0.763, 0.863, and 0.776, explaining how detailed product explanations are needed by consumers. Competitor analysis indicators, CpA1, CpA2, and CpA3, with factors between 0.735, 0.774, and 0.812, show the position and influence of competitors. Customer analysis indicators CsA1 and CsA2, with results of 0.861 and 0.844, indicate consumer shopping habits. Purchase decision indicators PUD2, PUD3, and PUD4 have values of 0.839, 0.800, and 0.862, explaining why consumers shop. The Average Variance Extraverted (AVE) value shows that it is >0.5 for all variables. The validity test results for each variable are declared valid because they meet the required minimum limit. Based on the Fornell-Larcker Criterion, all constructs in the model have good discriminant validity. The square root of AVE for each construct is greater than the correlation between other constructs. This shows that each construct is more correlated with its indicators than others, which means the constructs are significantly different.

4.3.2 Reliability Test

Evaluation is carried out using Cronbach's Alpha dan Composite Reliability to measure the consistency of questions on a questionnaire when used repeatedly under the same conditions. For the reliability value to be considered reasonable and acceptable, the value must be > 0.7 . The reliability analysis results are based on the Composite Reliability value. This means the indicators used to measure this construct are interrelated and consistently represent the measured concept. Specifically, the value of each variable is Product post Cronbach's Alpha of 0.703 and Composite Reliability of 0.834, Content Cronbach's Alpha 0.748 and Composite Reliability 0.818, Call to Action Cronbach's Alpha 0.731 and Composite Reliability 0.881, Promotion Cronbach's Alpha of 0.838 and Composite Reliability of 0.891, Safety Buying Process Cronbach's Alpha of 0.592 and Composite Reliability of 0.816, Cheaper Shipping Cost Cronbach's Alpha of 0.708 and Composite Reliability of 0.836, Product Description Cronbach's Alpha of 0.705 and Composite Reliability of 0.836, Competitor Analysis Cronbach's Alpha of 0.666 and Composite Reliability of 0.818, Customer Analysis Cronbach's Alpha of 0.624 and Composite Reliability of 0.842, and the Last Purchase Decision Cronbach's Alpha of 0.781 and Composite Reliability of 0.873. Based on the reliability

analysis results of the Composite Reliability value, it can be concluded that most of the constructs in the model have adequate reliability.

4.3.3 Structural Model

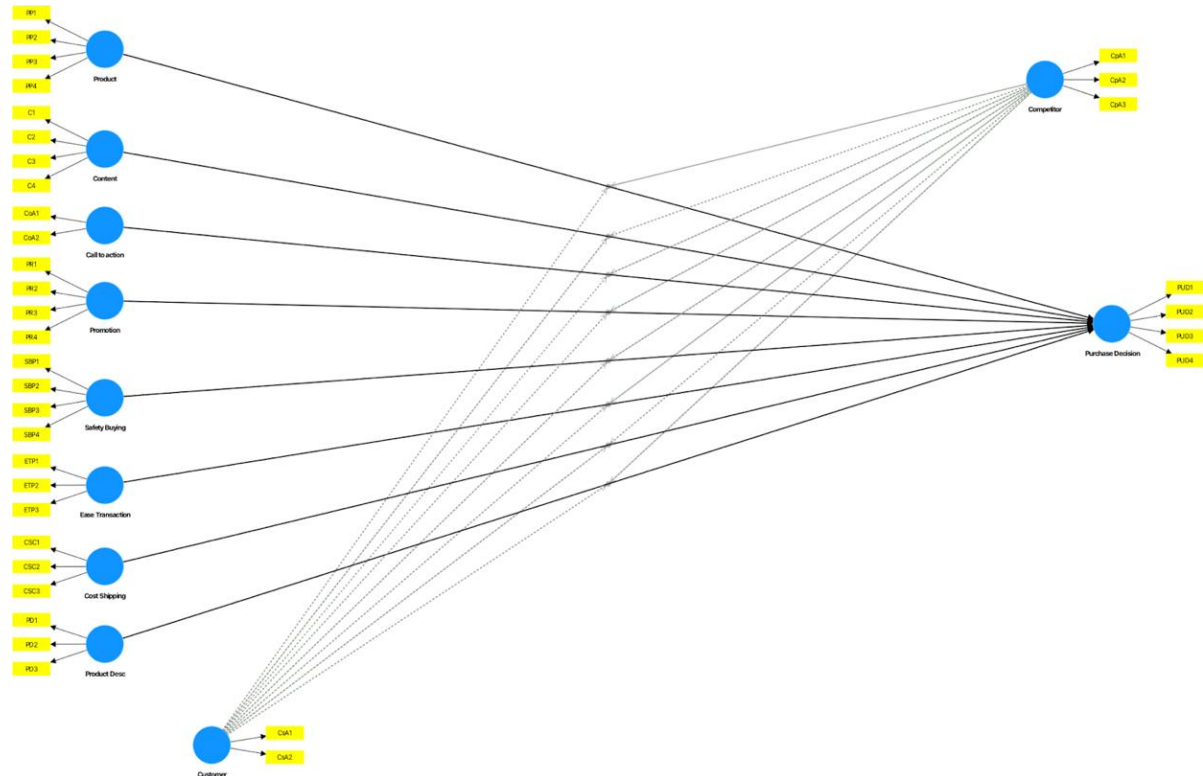


Figure 2: Structural Model

Description: PP: Product Post, C: Content, CTA: Call To Action, SBP: Safety Buying Process, ETP: Ease Of Transaction Process, CSC: Cheaper Shipping Cost, PD: Product Description, CsA: Customer Analysis, CpA: Competitor Analysis, PUD: Purchase Decision.

4.3.4 Hypothesis Testing

Table 1: Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
CTA-> PUD	0,010	0,013	0,059	0,172	0,864	Rejected
CpA -> PUD	0,119	0,115	0,060	1,988	0,047	Accepted
C -> PUD	0,096	0,097	0,073	1,311	0,190	Rejected
CSC-> PUD	0,064	0,053	0,061	1,052	0,293	Rejected
CsA -> PUD	0,082	0,086	0,052	1,582	0,114	Rejected
ETP -> PUD	0,033	0,031	0,064	0,521	0,603	Rejected
PP -> PUD	0,068	0,073	0,062	1,093	0,274	Rejected
PD -> PUD	0,167	0,174	0,062	2,685	0,007	Accepted
PR -> PUD	0,182	0,175	0,082	2,233	0,026	Accepted
SBP -> PUD	0,127	0,131	0,061	2,061	0,039	Accepted
CpA x PP -> PUD	0,042	0,053	0,081	0,523	0,601	Rejected
CpA x C -> PUD	-0,053	-0,055	0,094	0,570	0,568	Rejected
CpA x CTA -> PUD	-0,096	-0,079	0,078	1,230	0,219	Rejected
CpA x PR -> PUD	0,048	0,020	0,098	0,492	0,623	Rejected
CpA x SBP -> PUD	-0,074	-0,063	0,077	0,962	0,336	Rejected

CpA x ETP -> PUD	-0,010	-0,014	0,073	0,132	0,895	Rejected
CpA x CSC -> PUD	0,078	0,065	0,067	1,173	0,241	Rejected
CpA x PD -> PUD	0,068	0,073	0,070	0,971	0,332	Rejected
CsA x PP -> PUD	0,064	0,026	0,074	0,855	0,393	Rejected
CsA x C -> PUD	-0,090	-0,069	0,100	0,896	0,370	Rejected
CsA x CTA -> PUD	0,189	0,169	0,081	2,350	0,019	Accepted
CsA x PR -> PUD	-0,174	-0,154	0,097	1,799	0,072	Rejected
CsA x SBP -> PUD	0,125	0,116	0,071	1,773	0,076	Rejected
CsA x ETP -> PUD	0,030	0,035	0,078	0,392	0,695	Rejected
CsA x CSC -> PUD	-0,056	-0,052	0,056	1,000	0,317	Rejected
CsA x PD -> PUD	-0,143	-0,130	0,071	2,024	0,043	Accepted

The results indicate that several factors significantly impact purchasing decisions. Promotion (PR -> PUD) has the highest influence with a path coefficient of 0.182 ($p=0.026$), followed by product descriptions (PD -> PUD) with a coefficient of 0.167 ($p=0.007$). Safety buying process (SBP -> PUD) and competitor analysis (CpA -> PUD) also show a positive and significant influence. Additionally, customer-specific adjustments in CTA (CsA x CTA -> PUD, $p=0.019$) and product descriptions (CsA x PD -> PUD, $p=0.043$) further enhance or moderate the influence on purchasing decisions. This study indicates that a few factors significantly affect the purchase decision. The most significant factor is product promotion and description, whereby product descriptions that are clear and compelling promotions can encourage customers to buy. In addition, transaction security and competitor analysis are also important because they show that consumers are more willing to transact on safe platforms and with high-quality products. This study also indicates that consumer preferences can improve the effectiveness of CTAs and product descriptions in influencing purchase decisions. This highlights the importance of a personalized marketing strategy in boosting consumer purchasing intentions.

4.3.5 Coefficient of Determination (R² Value)

The evaluation model used in this research has R-square of 0.664, which indicates that 66.4% of the variation in purchasing decisions can be explained by factors such as social media, e-commerce, and external analysis. R-square adjusted of 0.640 indicates that adjustments have been made to account for the complexity of the model, and this result shows that the model is quite strong and relevant in predicting consumer purchasing decisions.

Table 2: R² and Adjusted R²

	R-square	R-square adjusted
Purchase Decision	0.664	0.640

4.4 Discussion

The results of this research found that the results of promotion have a positive influence. Variable promotion has the most significant impact on purchasing decisions. This is in line with research conducted by Chandon, Wansik, & Laurent (2000), which shows that promotions can create a sense of urgency for consumers to encourage them to make purchasing decisions quickly. Promotions on social media can increase consumers' opportunities to become aware of attractive product offers, which can lead consumers to make purchases quickly.

The research conducted by Kim, Ferrin, & Rao (2008) shows that consumers are more likely to buy from platforms that protect against cybercrime and online fraud risks. In line with the

results of this research, the safety buying process positively influences purchase decisions. In the online shopping process, the safe buying process is crucial in increasing consumers' opportunities to choose the platform as the consumer's main shopping place. Therefore, the security factor is not just an additional point but is a fundamental element that can strengthen consumer purchasing decisions in online transactions.

Product descriptions positively influence purchase decisions because, with complete and clear product descriptions, purchasing decisions can be explained from the perspective of consumer confidence and decreased uncertainty in online transactions. In the online shopping process, consumers do not have the opportunity to see and examine the product physically. Therefore, clear product descriptions can better understand the products offered. In line with research conducted by Zhang et al. (2011), when consumers obtain adequate product information through clear and relevant descriptions, consumer trust and satisfaction with the e-commerce platform increases, thereby strengthening the desire to transact again.

Based on the article from Perez, Stockheim, & Baratz (2022), knowing competitors' position not only helps companies design more effective marketing strategies but can also create consumer trust, leading to increased purchasing decisions. By looking at positive reviews from competitors as a reference, consumers feel more confident about product quality, positively influencing purchase intentions. This is in line with research results stating that competitor analysis positively influences purchase decisions. By reviewing competitors' actions, companies can be more strategic in attracting consumers' attention and motivating them to purchase the products or services offered.

The research results show that customer analytics strengthens the relationship between certain marketing elements, such as Call to Action (CTA), and purchasing decisions. A deep understanding of customers allows companies to design more effective and relevant CTAs according to the preferences and motivations of the target audience. Product descriptions tailored to customer needs, language, and preferences have attracted greater consumer interest and trust. By understanding what consumers are looking for, companies can highlight the most relevant product features and benefits, increasing consumer purchase likelihood.

5. Conclusion

The results of this research conclude that factors such as promotion, product description, safety buying process and competitor analysis significantly influence purchase decisions in online shopping in the Indonesian jewellery industry. Besides that, customer analysis has been proven to strengthen the relationship between marketing elements such as Calls to Action and product descriptions to purchase decisions, significantly when these factors are adjusted to consumer preferences. Companies can design marketing strategies that are more personalized for consumers and more effective at driving sales online. This research provides insight into the potential of digital marketing strategies in increasing jewellery sales by understanding customer behaviour and competitor actions.

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