ANALYSIS OF THE INFLUENCE OF TIKTOK'S SOCIAL MEDIA MARKETING ON BRAND EQUITY, BRAND LOYALTY AND BRAND EXPERIENCE ON HALAL SKINCARE PRODUCTS

Inas Suroya Rahmadini
Rachma Rizqina Mardhotillah
UNIVERSITAS NAHDLATUL ULAMA SURABAYA
inassuroya021.mj19@student.unusa.ac.id

Abstract

This is because it relates to the suitability of the target market that has been made. The large number of different brand choices on the market encourages Wardah to be superior in competition, namely through good brand equity in order to seize market share and gain profits, because good brand equity will create added value for consumers to make repeated product purchases in the future. come. Given the very high competition, encouraging the cosmetic industry to carry out various strategies to win the competition. Wardah carries out various strategies to attract customers to make purchases, one of which is a strategy based on emotional motives, namely by reviewing the experience that users get from the product. This study aims to analyze the effect of social media marketing on brand equity, brand loyalty and brand experience. The research method uses quantitative methods with purposive sampling technique. The distribution of the questionnaire was made online via the Google form which was distributed to 240 respondents within one week. Analysis can in this study use Partial Least Square (PLS). The results of this study are that there is a significant influence between social media marketing on brand equity, brand loyalty and brand experience. Brand experience has an influence on brand loyalty and brand equity.

Keywords : *Social Media Marketing, Brand Equity*, *Brand Loyalty* dan *Brand Experience*

INTRODUCTION

In Indonesia, internet users have reached 212,9 million people who are active on social media. This is supported by We Are Social's latest report, in January 2023 or equivalent to 77% of Indonesia's population have experienced access to cyberspace. Seeing the trend, the number of internet users in Indonesia continues to grow every year. The increase in domestic internet users occurred in 2017. Of these, 98.3% of internet users in Indonesia use mobile phones. In addition, the average Indonesian uses the internet for 7 hours and 42 minutes every day. The duration of users using social media, WhatsApp is the most frequently opened social media in Indonesia with an average duration of 29 hours 6 minutes per user in one month. The next ranking is occupied by TikTok with an average duration of 29 hours, then YouTube with a duration of 26 hours 48 minutes, Instagram with a duration of 15 hours 24 minutes, and Facebook with a duration of 14 hours 36 minutes.

There is a TikTok application that is becoming a trend in the world. Since the TikTok application was first introduced in 2016, now the number of active users of the TikTok application has reached more than 1 billion worldwide. Indonesia was recorded as the country with the second largest TikTok user in the world in April 2023. The We Are Social report notes that TikTok users in the world are expected to reach 1.09 billion in April 2023. Statista also noted that between 2021 and 2022, several popular social media will add short video features to their in it, following in the footsteps of TikTok. Various categories of video content are found in the TikTok application, beauty or skincare is one of the most watched video categories. The beauty content category ranks sixth as the most popular content on TikTok. This phenomenon also occurs in Indonesia, where the fashion or beauty category is ranked third out of the five most watched video

categories, so that cosmetic product industry businesses use it to carry out marketing through the TikTok application.

One skincare brand that has successfully taken advantage of skincare product review content opportunities is a local brand called Wardah. Wardah has also obtained halal certification. Wardah takes an approach by utilizing relevant and entertaining content to create interaction, which Wardah has done through the hashtag challenge and the jingle #StayColorFitAtHome last year on TikTok. By collaborating with creactors, Wardah managed to collect 172,000 views from creators' videos with an engagement rate of 15.5%. The hashtag #StayColorFitAtHome also has more than 6 billion views and more than 52 million unique reach. From there it can be seen that Wardah is a brand that has the potentioal to be quite large in the world.

This trend was welcomed by local beauty brand Wardah, whose sales were boosted through TikTok. Form a survey conducted of hundreds of TikTok users, 61% of respondents admitted they preferred local brands, and even during the promo season, 68% of respondents shopped for more local brands. In this case, Wardah Beauty's TikTok account is influential for branding the product. Apart from that, Wardah beauty's TikTok account is also one of Wardah's marketing strategies. This shows that the Wardah account is considered capable of creating up-to-date content so that followers don't miss the latest information and news provided by Wardah Cosmetics. Apart from being the most favorite show on TikTok, Wardah is also holding a campaign in 2021 that can bring benefits to Wardah consumers and the community. Through this campaign, Wardah is also committed to bringing benefits and having a wider impact on consumers and society. In this campaign Wardah builds the Indonesian halal beauty industry, Wardah also applies high standards that focus on research, innovation and technological progress.

Not only that, Wardah also held a challenge on the TikTok application with a holiday prize to Labuan Bajo. How to join this challenge can be by doing live TikTok using products from Wardah. In addition, you can make TikTok videos by including Wardah products in the yellow basket as often as possible so that lots of people check out. Always updated and relevant to the latest trending issues, is the key to the success of Wardah's digital team. This challenge is carried out from March 12 – April 20 2023 by telling stories in the form of TikTok videos. That way it can provide a pleasant experience for consumers. In addition to the achievements that have been achieved, the challenge undertaken by Wardah Cosmetics coannot be separated from the brand equity of Wardah itself. Not infrequently Brand Equity is used as a differentiator by consumers with other products, Brand Equity is formed by a product so that it can provide added value directly or indirectly, because a strong brand is a brand that can be easily recognized in the market.

Marketing using social media can build a deep component for brand equity, which can build recognition of the existence of a brand in the market, and can also shape the product image produced by a brand. This is a big capital in competing in the current era of industrialization and is expected to support product sustainability. Ratana (2018) explained that social media marketing is a strategy for companies because it can create brand equity for products. The customer/product relationship has a positive and direct impact on Brand Loyalty so that it can be concluded that TikTok social media can become a platform for a brand like Wardah, to achieve the shared desires of thr company's brand community activities. The reason Wardah still has loyal consumers, although not a few have bad and detrimental comments, is because of the influence of social media marketing. Social media marketing is an organizational channel for two-way communication with consumers using platforms that have been integrated into consumers' daily lives.

Loyalitas in important because a successful marketing strategy supported by local customers will produce loyal custoomers. Loyalty is so important for the facial care company Wardah, which has made loyalty a matter of concern in its marketing strategy. Oliver defines brand loyalty as a deep commitment to repurchase and continuously subscribe to a product or service in the future (Ningrum 2019). In this study. Brand equity and brand loyalty are separated because, in previous research, the researcher used a customer based brand equity variable. Keller defines customer based customer based brand

equity as a form of brand differentiation of brand knowledge as a resultt of thr consumer experience of the brand. Thus, new brand equity is formed if consumer have a high level of awareness and familiarity with a brand and have strong, positive and unique brand associations in their memory.

The customer based brand equity model is a brand equity approach taken from consumers. So in creating and managing brand equity, you should be able to realize how important the customer based brand equity is useful so that a brand can have its own characteristics and have its own meaning for customers. Given the very high competition, encouraging the cosmetic industry to carry out various strategies to win the competition. Eslami argues that brand experience substantially influences perceived brand quality and brand image.

Based on the background above, the researchers above feel it is important to conduct basic research on phenomena that occur in the dield regarding Social Media Marketing TikTok on Brand Equity, Brand Loyalty, and Brand Experience. Therefore researchers conducted a study with the litle: Social Media Marketing TikTok on Brand Equty, Brand Loyalty and Brand Experience on Wardah Cosmetic Products.

THEORITICAL FRAMEWORK
Social Media Marketing

The tremendous advances of the internet have revolutionized marketing practices. Social media marketing is a new dimension of digital marketing practice. Social media marketing is the process of communicating brand-related information through social networking sites such as Facebook, LinkedIn, Instagram, Youtube, Twitter, MySpace and WeChat to connect with various stakeholders (Albanna, Alalwan & Al-Emran, 2022). Social media is now widely regarded as an effective tool for reducing misunderstandings and rumors about brands and increasing brand value by providing a new data-driven paradigm for consumers to interact, collaborate, and exchange information and content online (Adikari, Burnett, Sedera, de Silva & Alahakoon, 2021).

Social media marketing is used to build brand equity by a company. With a positive image or image it

makes good impact on society thereby increasing brand equity (Nam et al., 2011). In managing social media marketing activities, it can increase consumer brand equity (Bruhn, Schoenmueller, & Schafer, 2012; Kim & Ko, 2012). Nobar, Kaljahi & Rostamzadeh (2020) emphasized that social media marketing activities have a positive correlation with brand equity. Chen & Qasim (2021) suggest that a company's brand equity can be successfully enhanced by social media marketing activities.

H1 = Social Media Marketing has a positive effect on Brand Equity

Brand Experience

According to Brakus et.al (2009) Brand Experience is defined as the emotions, thoughts, feelings, and reactions evoked by the brand on its customers. Consumers begin to feel the presence of a brand when they search for goods or services, make purchasing decisions, and use the brand's goods or services. Thus the brand experience is an important aspect, because customers can remember the brand because an emotional bond has been created between the product and the customer. Businesses should not underestimate this, because the brand experience will be experienced by customers when they are enjoying or using the product or service.

Brand experience can also be experienced by customers when customers are interacting online on social media for a product or service. In social media settings, mainly brand experiences are created via the internet, which enables multi-sensory communication between consumers and brands (Yang, Liu, Liang & Tang 2019; Fiore et al., 2005). When customers are informed about how to use the brand to fulfill their needs and wants through social media, it reinforces a positive brand experience (Akaka, Vargi, & Schau, 2015).

H$_2$: *Social Media Marketing* has a positive effect on Brand Experience

Brand Equity

Brand equity is a separate asset from producers that will provide a separate meaning for consumers. Aaker (2018) says that brand equity is a set of assets and

liabilities associated with a brand, name, symbol, which can add or reduce the value provided by a product or service to the company and its consumers. Brand equity or it can also be said as brand equity is the added value that a company has when compared to its competitors. Brand equity is also influenced by the perceptions and experiences of consumers.

The results of this study support the results of previous research (Xie et al, 2017) which states that a good brand experience can increase the quality of brand influence. With the quality of brand influence, it will be able to increase sales in a brand. Prahalad and Ramaswamy (2015) show that today's consumers are increasingly empowered and interconnected, companies, especially marketers, must jointly form good brand equity to create brand experiences with consumers.

H₃ : *Brand Experience* has a a positive effect on *Brand Equity*

Brand Loyalty

Syafrida Hafni Sahir, et al in the book basics of Marketing (2021) define brand loyalty as a measure of consumer closeness or attachment to a brand. Simply put, brand loyalty describe the possibility of consumers to switch to another brand or not. Especially when the brand changes, such as a price increase or other changes. In general, consumers who are loyal to the brand will continue to use the brand even though they are faced with many alternative brands that are superior to competitors' products. Conversations between peers provide companies another cost-effective way to increase brand awareness, increase brand recognition and memory, and increase brand loyalty (Gunelius, 2011).

Thus, it can be said that social media helps companies build brand loyalty through networking, conversation, and community building (McKee, 2010). The findings of this study confirm previous research by (Ismail, 2017), which found that social media marketing invitiatives have a beneficial impact on brand loyalty. Social media marketing actions in this case are activities that effectively develop influence and good communication between brands and customers. So that in the end the customer will give loyalty to the brand.

Research conducted by Ramadhan et al (2019), the results of his research are the variable frequency of updating content which has the greatest influence on consumer loyalty. marketing through social media can currently be used to influence consumers to choose, use brands and share with other consumers about brands.

H₄ : *Sosial Media Marketing* positively *Brand Loyalty*

Customer loyalty, which generally refers to a strong commitment to repurchase a preferred product or service (Kim et., al., 2018). Griffin (2005) states "loyalty is defined as non-random prize expressed over time by some decision making unit." Based on this definiton, it can be explained that loyalty refers more to the behavioral manifestations of decision-making units to make continuous purchases of goods or services from a slected company. Another effort that can be used to invrease brand loyalty is to improve brand experience.

Brakus et al (2009) define brand experience as a subjective matter, namely the internal reponse from customers (sensations, feelings, awareness, and behavioral responses) elicited by brand-related stimulants such as design, identity, packaging, communication, and the environment of a brand. (Huang, 2017). Based on eMarketer 2020, 65% of consumers are influenced by a positive experience during a purchase, therefore many brands are created to anhance a memorable shopping experience (Mostafa & Kasamani, 2020). Brand experience is an important thing to pay attention to and develop in order to create brand loyalty, play a role in obtaining and maintaining business success in the form of long-term relationships with customer (Kang et al., 2017; in Mostafa & Kasamani, 2020). The results of this study support the results of previous research conducted by (Brakus et al, 2009) which stated that brand experience positively influences brand loyalty. In this case a positive brand experience provides a pleasant experience to consumers so that consumers feel like repeating the same experience

H₅ : *Brand Experience* positively *Brand Loyalty*

RESEARCH METHOD

This study uses a quantitativea approach. The population used in this study are all consumers who

frequantly buy cosmetic products, especially Wardah products. The data collection technique uses the sampling technique used, namely purposive sampling. Data was obtained through an online questionnaire which was distributed to 240 respondents. The data obtained was then analyzed using SmartPLS software.

RESULTS

Convergent Validity

Convergent validity analysis is used to evaluate whether indicators can measure variables with expected values >0.60 (Chin, 1998 in Ghozali, 2006).

Table 1.Convergent Validity

Variabel	Indikator	Outer Loading	Information
Social Media Marketing	SMM1	0,811	Valid
	SMM2	0,830	Valid
	SMM3	0,868	Valid
	SMM4	0,853	Valid
	SMM5	0,807	Valid
Brand Equity	BE1	0,782	Valid
	BE2	0,813	Valid
	BE3	0,836	Valid
	BE4	0,765	Valid
	BE5	0,784	Valid
Brand Loyalty	BL1	0,830	Valid
	BL2	0,807	Valid
	BL3	0,877	Valid
	BL4	0,910	Valid
	BL5	0,890	Valid
	BL6	0,870	Valid
Brand Experience	BEX1	0,815	Valid
	BEX2	0,698	Valid
	BEX3	0,860	Valid
	BEX4	0,841	Valid
	BEX5	0,841	Valid
	BEX6	0,873	Valid
	BEX7	0,848	Valid
	BEX8	0,844	Valid

Average Variance Extracted (AVE)

Apart from observing the cross lloading value, discriminant validity can be seen from the average variant extracted (AVE) value for reach indicator with the provision that the value must be > 0.5 for a good model. The following is the average variant extracted (AVE) value of each variable used in this study :

Table 2. Average Variance Extracted

Variabel	Average Variance Extracted (AVE)
Social Media Marketing	0,696
Brand Equity	0,634
Brand Loyalty	0,748
Brand Experience	0,687

Composite Reliability and Cronbach's Alpha

The part that is used to test the value of the reliability of indicators on a variable is Composite Reliability. A variable is declared to meet composite reliability if it has a value > 0.6 while the reliability test with composite reliability that has been tested above can be strengthened by using the Cronbach alpha value. Meanwhile, the expected Cronbach alpha value for all constructs is > 0.6 (Husein, 2015)). In the following table it can be proven that this study has good reliability. The following is a table showing the results of composite reliability > 0.7 and Cronbach's alpha > 0.60.

Table 3. Composite Reliability and Cronbach's Alpha

Variabel	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0,891	0,920
Brand Equity	0,856	0,896
Brand Loyalty	0,932	0,947
Brand experience	0,934	0,946

R2 Analysis

Testing the results on the structural method can be seen by looking at the results of the R-square value

which is a test of the goodness-fit model. The inner model is part of the hypothesis tersting which is used to test the significance of the independent variable from the value of R2. R-square values of 0.67, 0.33 and 0.19 indicate strong moderate and weak models (Ghozali, 2012).

Table 4. R2 Analysis

Variabel	R-Square	Kriteria
Brand Equity	0,706	Kuat
Brand Experience	0,440	Moderate
Brand Loyalty	0,791	Kuat

Hypothesis Testing

To find out whether the hypothesis can be accepted or rejected. Researchers will use an alpha significant value of 0.05 or 5%. The relationship between variables can be said to be significant if the P values obtained in this study:

Tabel 5. Hypothesis Testing

Hipotesis	Variabel	Original Sample (O)	Standard Deviation	T Statistics (|O/ST DEV|)	P Values
H1	SMM→BE	0,241	0,084	2,860	0,004
H2	SMM→BEX	0,664	0,078	8,490	0,000
H3	BEX→BE	0,661	0,075	8,774	0,000
H4	SMM→BL	0,124	0,055	2,245	0,025
H5	BE→BL	0,802	0,052	15,488	0,000

DISCUSSION

The Effect of Social Media Marketing on Brand Equity

Based on the results of the first hypothesis testing (H1), it proves that social media marketing variables have a significant influence on brand equity. The results of this study are in line with the rearch of Yadav and Rahman (2017) which revealed that social media marketing efforts are profitable and affect consumer based brand equity. So, social media marketing is one of the interaction activities and provides information from a brand to consumers so that consumers feel involed in marketing a brand. According to the journal Metta Ratana (2018: 26) explains the effect of social media marketing on brand equity, which shows that social media marketing has an influence on brand equity. This is also supported in the research of Nobar, Kaljahi & Rostamzadeh (2020) which confirms that social media marketing has a positive correlation with brand equity.

The Effect Social Media Marketing on Brand Experience

Based on the results of testing the second hypothesis (H2) that has been done, it proves that social media marketing variables have a significant influence on brand experience. The results of this study are in line with the research of K. Koay et al, (2020), which states that social media marketing positively influences brand experience. So, social media marketing can improve the brand experience of a brand to customers this also supported in research by Yang, Liu, Liang & Tang, (2019) which states that in social media settings, brand experiences are primarily created via the internet, which enables multi-sensory communication between consumers and brands. The results of other studies also say that consumers create brand experiences through various brand cues, such as logos, brands, characters, colors, songs, jingles, and brand-related slogans. (Morgan-Thomas & Veloutsou, 2013).

The Effect Brand Experience on Brand Equity

Based on the results of the third hypothesis test (H3) that has been carried out, it proves that the brand experience variable has a significant influence on brand equity. Building a favorable sensory brand experience is critical in service settings to strengthen a brand's competitive position and equity. Brand experience in this case will cause consumer reactions and behavior which will likely lead to associations, thoughts and conclusions that are more relevant to consumer tastes.

The Effect *Social Media Marketing* on *Brand Loyalty*

Based on the results of testing the fourth hypothesis (H4) that has been done, it proves that social media marketing variables have a significant influence on brand loyalty. The results of this study are in line with the research of Ramadhan et al (2019) which says that the variable frequency of updating content has the greatest influence on consumer loyalty, marketing through social media can currently be used too influence consumers to choose, use brands and share with other consumers about brand.

That way the higher the social media marketing, the higher the level of brand loyalty among Wardah users. With the right handler in carrying out social media marketing, Wardah can make cnsumers feel comfortable and make consumers always try to make repeat purchases of a product that has been promoted on social media, especially on the TikTok application.

The Effect *Brand Experience* on *Brand Loyalty*

Based on the results of testing the fifth hypothesis (H5) that has been done, it proves that brand experience has a signfncant influence on brand loyalty. The results of this study are in line with the research of Kang et al., 2017 in Mostafa & Kasamani, 2020 which states that brand experience is something that is important to pay attention to and develop in order to create brand loyalty, which plays a role in obtaining and maintaining business success in the form of long-term relationships. With customers. Wardah and other cosmetic brands are getting tighter. Brand loyalty is formed when a brand can offer quality products that meet consumer expectations so that the brand sticks in the minds of consumers. Wardah is able to provide a positive experience to its customers through the use of various types of cosmetics which can lead to brand loyalty. Brand experience begins when consumers search for products, buy, receive Wardah services and consume Wardah products.

CONCLUSION

Based on the results obtained, ot can be concluded that :

Hypothesis 1 (*Social Media Marketing* has a significan positive effect on *Brand Equity*)

Based on the test results shown in table 5 shows that Social Media Marketing has a significant influence on Brand Equity. This result is reinforced by showing a statistical value > 1.96, which is 2.860. This means that hypothesis one (H1) is accepted.

Hyphotesis 2 (*Social Media Marketing* has a significan positive effect on *Brand Experience*)

Based on the test results shown in table 5 shows that Social Media Marketing has a significant influence on Brand Experience. This result is reinforced by showing a statistical value > 1.96, which is 8.490 > 1.96. This means that the second hypothesis (H2) is accepted.

Hypothesis 3 (*Brand Experience* has a a significant positive effect on *Brand Equity*)

Based on the test results shown in table 5 shows that Brand Experience has a significant influence on Brand Equity. This result is reinforced by showing a statistical value > 1.96, which is 8.774 > 1.96. This means that hypothesis three (H3) is accepted.

Hypothesis 4 (*Social Media Marketing* has a significant positive effect on *Brand Loyalty*)

Based on the test results shown in table 5 shows that Social Media Marketing has a significant influence on Brand Loyalty. This result is reinforced by showing a statistical value > 1.96, which is 2.245 > 1.96. This means that the fourth hypothesis (H4) is accepted.

Hypothesis 5 (*Brand Experience* has a significant positive effect on *Brand Loyalty*)

Based on the test results shown in table 4.15, it shows that Brand Experience has a significant influence on Brand Loyalty. This results is reinforced by showing a statistical value > 1.96, which in 15.448 > 1.96. This means that the fifth hypothesis (H5) is accepted.

REFRENCES

al., C. M. (2022). *Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willigness to pay premium price for portable tech gadgets. Heliyon*(8).

doi:https://doi.org/10.1016/j.heliyon.2022.e101 45

al., O. I. (2019). *How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. Journal of Business Research*, 343-354. doi:https://doi.org/10.1016/j.jbusres.2018.05.0 43

Andriani, D. (2022, August 31). *Hypeabis*. Retrieved from hypeabis.id: https://hypeabis.id/read/16105/intip-rahasia-brand-kecantikan-lokal-dongkrak-penjualan-lewat-tiktok

Arti Mayangsari, e. a. (2022, May). *THE EFFECT OF BRAND TRUST AND BRAND EXPERIENCE ON BRAND LOYALTY THROUGH EMOTIONAL BRAND ATTACHMENT TO WARDAH COSMETICS. Jurnal Mantik, 60 No1*, 448-458.

Blen Ibrahim, A. A. (2018, December). *Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. Journal Data In Brief, 21*, 1823-1828. doi:https://doi.org/10.1016/j.dib.2018.11.024

Dimas Aditya Syahputra, K. (2023). *The Influence of Social Media Marketing on Consumer Based Brand Equity, Brand Loyalty, and Mediation by Brand Experience on Fashion Brand Clothing in Indonesia. Indonesian Journal of Economic & Management Sciences (IJEMS), 1*(2), 183-200. doi:https://doi.org/10.55927/ijems.v1i2.3779

Hafez, M. (2022). *Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh: A moderated mediation analysis of brand experience and perceived uniqueness. International Journal of Information Management Data Insight, 2*(2).

doi:https://doi.org/10.1016/j.jjimei.2022.10014 0

Haryanto, A. T. (2023, February 22). *detikcom*. Retrieved from detikinet: https://inet.detik.com/telecommunication/d-6582738/jumlah-pengguna-internet-ri-tembus-2129-juta-di-awal-2023#:~:text=Jumlah%20pengguna%20Instagr am%20di%20Indonesia,di%20Indonesia%20m encapai%2023%20juta

Hidayah, A. (2018). PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *BRAND LOYALTY* MELALUI *CUSTOMER ENGAGEMENT* PADA WARDAH COSMETICS (studi pada pengikut akun instagram @wardahbeauty).

I. Khan, e. a. (2019, August). *Gender, loyalty card membership, age, and critical incident recovery: Do they moderate experience-loyalty relationship? International Journal of Hospitality Management, 89*. doi:https://doi.org/10.1016/j.ijhm.2019.102408

L. Zollo, e. a. (2020). *Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. Journal of Business Research*, 256-267. doi:https://doi.org/10.1016/j.dib.2018.11.024

Nataza Delinda Wahayu, A. S. (2019). KOMPARASI EKUITAS MEREK PRODUK WARDAH KOSMETIK DAN PIXY PADA MAHASISWA FAKULTAS EKONOMI UNIVERSITAS MUHAMMADIYAH JEMBER. Retrieved from http://repository.unmuhjember.ac.id/6427/1/A RTIKEL.pdf

Novin Lesmana, Y. M. (2023, March). Peran Mediasi*Electronic Word of Mouth* dan *Brand Experience* pada Pengaruh *Social Media Marketing* terhadap *Brand Equity. Jurnal Administrasi Bisnis, 12*(1), 31-42. doi:https://doi.org/10.14710/jab.v12i1.47975

Nurhayati, S. (2022, September). Pengaruh *Brand Trust*, *Brand Experience* dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan. *JBMA, III No 2*, 36-46. Retrieved from Shttp://jurnal.amaypk.ac.id/index.php/jbma/article/view/100/114

Putr, B. A. (2019). PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *BRAND EQUITY*. *JIM UPB, 7 No 1*, 33-37.

Rizaty, M. A. (2023, Febuary 3). *Data Indonesia*. Retrieved from DataIndonesia.id: https://dataindonesia.id/digital/detail/pengguna-internet-di-indonesia-sentuh-212-juta-pada-2023

Rizaty, M. A. (2023, May 19). *Data Indonesia*. Retrieved from dataindonesia.id: https://dataindonesia.id/digital/detail/per-april-2023-pengguna-tiktok-indonesia-terbanyak-kedua-dunia

Rukmana, I. D. (2022). *Compas*. Retrieved from compas.co.id: https://compas.co.id/article/data-penjualan-wardah-1-tahun-terakhir/

Siahaan, J. M. (2023). Pengaruh *Brand Personality*, *Brand Experience*, *Self-Brand Connection*, *Brand Love* & *Brand Trust* terhadap *Brand Loyalty* Kosmetik Wardah. *Journal of Management and Business Review, 20 Nomor 1*, 34-54. doi:https://doi.org/10.34149/jmbr.v20i1.313

Wardah. (2021, october 22). Retrieved from wardahbeauty.com: https://www.wardahbeauty.com/id/news/luncurkan-campaign-beauty-moves-you-wardah-berkomitmen-bergerak-membawa-manfaat