

## **CUSTOMER PURCHASE INTENTION IN A LOCAL FAST FOOD RESTAURANT : TESTING THE ROLE OF SOCIAL MEDIA MARKETING ACTIVITIES**

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### **ABSTRACT**

The main aim of this study was to investigate the role of social media marketing activities on customer purchase intention in a local fast food restaurant. The independent variabel used in this study is social media marketing activities and the dependent variabel used in this study is purchase intention. The intervening variables used are value equity, brand equity, and relationship equity. Necessary data was gathered from the followers of social media via a quantitative online survey. Using a self administrated questionnaire, 250 respondents were asked to answer the survey employing convenience sampling method. After obtaining the desired responses, the data was analyzed by the AMOS 24 structural equation modeling. The results indicated that for direct effects, social media marketing activities have positive and significant effects on value equity, brand equity, and relationship equity. The results also indicated that brand equity and relationship equity have positive and significant effects on purchase intention. Value equity has positive but not significant effect on purchase intention. Then social media marketing activities have negative direct effects on purchase intention. Meanwhile, for indirect effects, social media marketing activities don't have significant effects on purchase intention through value equity. But social media marketing activities have moderate effects on purchase intention through brand equity. Finally, social media marketing activities have significant effects on purchase intention through relationship equity.

**Keywords:** *Social Media Marketing Activities, Value Equity, Brand Equity, Relationship Equity, Purchase Intention*

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### **INTRODUCTION**

Customer purchase intention has been widely researched in the contemporary marketing literature. It is plans and desires to buy something product or services by customer (Padhy and Sawlikar, (2018); Noorlitaria et al., (2020)). There is a series of steps that customer go through before having purchase intention. The steps start when customer recognizes a problem, searches for information, and then evaluates alternative. Kotler et al (2009) explained that after alternative evaluation and before purchase decision, there is one step occurred that is purchase intention. Marketers can stimulate customer purchase intention through developing advertising and promotion programs in social media that can arouse their responses.

Over the last few years, the trend to implement digital strategies, as well as marketing plans using mobile applications has been increasing more and more frequently. On the other hand, during the last year, the pandemic caused by COVID-19 has reinforced this trend, as the focus of companies, known as consumers, increase their percentage of use of online channels, and within these social networks. In addition, many companies, especially those in the food industry, have been forced to implement plans to connect with consumers through online channels, specifically social networks (de la Torre et al., no date). In recent years, social media marketing activities have been used for communicating a firm's offering and inducing customer purchase intention. Social media marketing activities is used for a number of purposes by

marketers. Marketers use social media to maintain relationships with consumers (Bhattacharya and Majumdar, 2021). Marketers also use social media to reach customers easily because social media allows people to interact with others without the constraints of time and place (Jha, 2019). Koay et al (2020) states that brands are always communicating with customers through social media attracts more customer attention. Brands can use social media to inform, attract attention, and thereby improve awareness brand customer about products, promotions, and company news (Colicev, Malshe and Pauwels, 2018). Temporary in addition, customers can obtain information about the brand and find out its promotions on social media (Zollo et al., 2020). Through social media, users can share their opinions, experiences and comments about the brand, and other people can do it as well as access all brand related content. Temporary that social media marketing activities possible organization for get feedback, comments, and suggestions from their customers through online blogs, pictures, and evaluations so can improve products and services as well as satisfying customer (Siriwardana and Ismail, 2020). Social media can also increase brand equity, add value equity and grow relationship equity (Zahoor et al., 2017).

Prior literature reveals that the majority of earlier studies on social media marketing activities explored their effects on purchase intention through brand such as brand loyalty, brand image, brand trust, brand equity, or brand awareness. Those which explored the effects of social media marketing activities on purchase intention through value equity, brand equity, and purchase intention are scarce. There have been some earlier studies that examined the effect of social media marketing on purchase intention through value equity, brand equity, and relationship equity, but the case studies were not fast food restaurants. For example Kim and Ko (2012) researched “do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands”, (Macharia and Cheng, 2019) researched “how do social media marketing activities influence customer equity and purchase intention: An empirical study of hotel industry based on Y-Generation”. Koivulehto (2017) researched “do social media marketing activities enhance customer equity? A case study of fast-fashion brand Zara”, etc. Because of that, this study was conducted with that was different from earlier studies, the case of study was a local fast food restaurant.

## **METHOD**

### **Data Collection and Sample**

The sampling method used in this study is non probability sampling, that is, each element in the population does not have the same chance or opportunity to be selected as a sample. Therefore in this study, the selection of the sampling unit was based on subjective considerations or judgments and not on the use of probability theory. While the type of non probability sampling used in this study is convenience sampling, namely choosing a sample of people who are most accessible via Facebook, Instagram, and Twitter. For samples, Bentler and Chou (1987) suggested for a minimum subjects-to-item ratio of 10:1. This study uses 23 items, so the minimum samples should be used are 230 respondents but for save, 250 respondents are used. Age is determined above 17 years because they are considered adults and can determine their own perceptions. In addition, the selected respondents are domiciled in Jakarta, have visited Solaria, and have used Solaria's social media.

## **Measures**

The questionnaire was designed based on research (Hyun, 2009; Koivulehto, 2017b). The questionnaire is divided into eight sections which focus on different topics. The first part discusses consumer behavior in purchasing. The second part is related to the use of Solaria's social media, the third part is related to social media marketing activities, the fourth part is related to value equity, the fifth part is related to brand equity, and the sixth part is related to relationship equity, the seventh part is related to purchase intention, and the eighth part is related to respondents profile. In sections three to seven, the researcher uses a four-point Likert scale. On this scale 1 is the same as "strongly disagree", 2 "disagree", 3 "agree" 4 "strongly agree. To measure social media marketing activities, there are "five items" asked, value equity "five items", brand equity "five items", relationship equity "five items" and purchase intention "three items". Table 1 show the list of items or indicators.

### **Data Analysis Technique**

Data analysis in this study used Structural Equation Model (SEM) method using the AMOS version 24 analysis tool. Structural Equation Model (SEM) is a statistical analysis which is a combined combination of factor analysis and regression. Data analysis begins with making measurement model to test validity and reliability using CFA (Confirmatory Factor Analysis) then with making structural model to test hypotheses. In making a measurement model, Goodness of Fit test must also be carried out and so does in making structural model, Goodness of Fit test must also be carried out. Measurement model is a model to determine the relationship between variable and indicator while the structural model is a model to determine the relationship between variable and other variables.

Construct validity was carried out using CFA (Confirmatory Factor Analysis) to calculate the value of standardized loading factor, and convergent validity. But before that a parameter significance test must be carried out first. Test on this stage is carried out to find out whether the indicators or dimensions can actually measure or reflect latent variables tested. If the result is  $p \text{ value} < 0.05$  or  $C.R. > 1.967$  ( $C.R. = t \text{ value}$ ) then the indicators or dimensions are stated significant so that it can continue to the next analysis stage (construct validity test). If the result is not significant, then the indicators or dimensions must be dropped. In construct validity, data is considered valid if the standardized loading factor of each indicator  $\geq 0.5$  (Byrne, 2016). If not valid, then the indicator must be dropped from further analysis. Another opinion also stated that standardized loading factor should be at least 0.5, moreover, for convergent validity, the average variance extracted measures should equal or exceed 0.5 (Hair, 2019). Construct reliability between 0.6 and 0.7 is acceptable, as long as the indicators of other construct validity are good (Hair et al., 2014).

### **Hypotheses of Research**

The results of earlier studies conducted by Koivulehto (2017), Kim and Ko (2011), and Macharia (2019) show that social media marketing activities have positive effect on value equity brand equity, and relationship equity. Therefore, the following hypotheses are proposed:

H1: Social Media Marketing Activities have positive and significant effect on Value Equity

H2: Social Media Marketing Activities have positive and significant effect on Brand Equity

H3: Social Media Marketing Activities have positive and significant effect on Relationship Equity

The result of earlier study conducted by Koivulehto (2017) shows that value equity, brand equity and relationship equity has positive effect on purchase intention. Therefore, the following hypotheses are proposed:

H4: Value Equity has positive and significant effect on Purchase Intention

H5: Brand Equity has positive and significant effect on Purchase Intention

H6: Relationship Equity has positive and significant effect on Purchase Intention

Simple decision making begins with the recognition of needs then jumps right in to pick and buy without doing information search and evaluation of alternatives. It means that social media marketing activities can directly affect purchase intention without going through value equity, brand equity, and relationship equity. Therefore, the following hypothesis is proposed:

H7: Social Media Marketing Activities have positive and significant effect on Purchase Intention.

Value Equity, Brand Equity, and Relationship Equity could mediate the effect of Social Media Marketing Activities on Purchase Intention. Therefore, the following hypotheses are proposed:

H8: Value Equity mediates the effect of Social Media Marketing Activities on Purchase Intention

H9: Brand Equity mediates the effect of Social Media Marketing Activities on Purchase Intention

H10: Relationship Equity mediates the effect of Social Media Marketing Activities on Purchase Intention

This study used the Structural Equation Model (SEM) method using the AMOS version 24 analysis tool. To test the hypotheses, it is necessary to make structural model with Goodness of Fit test first. If the values on the Goodness of Fit test are good then the model can be accepted, whereas if the Goodness of Fit test results are bad then the model must be modified or rejected.

## **RESULTS AND DISCUSSION**

Questionnaires were distributed online using google form to Solaria's Facebook, Instagram and Twitter followers. 250 respondents were used as samples, but the questionnaires were distributed to more than 250 respondents with the aim that there would be backup data if some of the questionnaires were incomplete, did not comply with the conditions requested, there were ambiguous data, etc. The selected respondents are over 17 years old, domiciled in Jakarta, have visited Solaria, and have used Solaria's social media. From more than 250 questionnaires, 15 questionnaires were filled incompletely or not in accordance with the requirements requested, so finally 250 questionnaires were used.

From the completed questionnaires, 91 respondents are male or 36.4% of the total respondents. While the number of female respondents are 159 people or 63.6% of the total respondents. Most of the respondents were aged 25-29 years with a total of 103 people or 41.2%. The respondents who are worker are 68 people or 27.2% then the respondents who had graduated from bachelor degree are 190 people or 76%. All respondents live in Jakarta, have visited Solaria, and have ever opened Solaria's social media. All respondents are Solaria

followers and most of the respondents are Solaria's Instagram followers with a total of 238 people or 95.2%. Then, there are 8 people who become Solaria's Facebook followers or 3.8% and 4 people who became Solaria's Twitter followers or 1.6%. Most of the respondents opened Instagram Solaria with a total of 178 people or 71.2%. Then there are also many respondents who opened Solaria's Facebook and Instagram with a total of 51 people or 20.4%.

Before testing the validity and reliability, it is necessary to make measurement model first. In the measurement model, all indicators and all variables are included in the model and then 2 arrow lines are drawn connecting all the existing variables. The help of 2 arrow lines connecting between errors is then needed to produce measurement model that meets the Goodness of Fit test. Figure 1 shows measurement model that has met Goodness of Fit test. While the table 1 shows the results of the Goodness of Fit Test for measurement model. After making measurement model that meets the Goodness of Fit test, a parameter significance test must be carried out first. If the result is  $p \text{ value} < 0.05$  or  $C.R. > 1.967$  ( $C.R. = t \text{ value}$ ) then the indicators are stated significant so that it can be continued to test construct validity and construct reliability. If the result is not significant, then the indicators must be drop. The result showed  $t \text{ value or Critical Ratio (CR)} > 1.96$  and  $p < 0.05$ . The statistical analysis presented in Table 3 showed standardized loading factor of the items  $\geq 0.5$  and  $AVE \geq 0.5$ . For PI3, standardized loading factor is 0.483 and for PI, AVE is 0.492, in this case we can rounded off them into 0.5. Therefore, the outcomes showed that all construct validity is achieved. In addition to that, construct reliability was calculated. The statistical analysis presented in Table 4 confirmed that all Construct Reliability or Composite Reliability (CR)  $> 0,6$  and  $AVE \geq 0,5$ . For PI, AVE is 0.492, in this case we can rounded off it into 0.5. Therefore, the outcomes showed that the construct reliability is achieved.

SEM consists of two parts, namely the measurement model and the structural model. The measurement model is to determine the relationship between indicator and variable while the structural model is to determine the relationship between variable and variable. In the measurement model that are tested are validity and reliability while in the structural model that is tested is hypotheses. To test the hypotheses, the suitability of the model must be carried out first. As the acceptable values of factor loadings along with validity and reliability analysis are met based on the measurement model, the final structural model was generated using AMOS 24 software to check and test the projected hypotheses. To get a fit model on structural model, there are several indicators that are eliminated such as SMM1, SMM2, SMM5, VE1, VE2, VE5, BE1, BE2, BE5, RE1, RE2, RE5, and PI3. Figure 2 exhibits that the generated structural model maintained a good fit with the data and Table 5 displays The Goodness of Fit test of structural model.

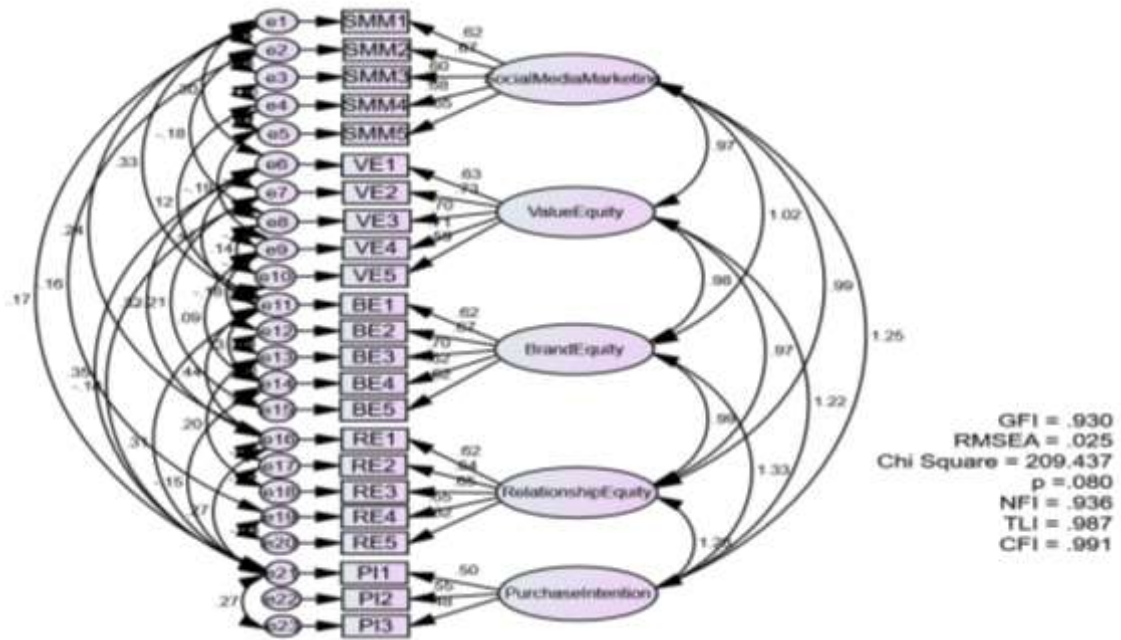
**Table 1** List of Items or Indicators

Variable	Indicator	
	Code	Description
Social Media Marketing	SMM1	Solaria's social media provides the information I need
	SMM2	The content found on Solaria's social media looks interesting
	SMM3	It's very exciting / fun to use Solaria's social media
	SMM4	Content found on Solaria's social media is up to date
	SMM5	Solaria's social media is at the forefront compared to other local fast food restaurant
Value Equity	VE1	Solaria serves delicious food
	VE2	Solaria's presentation of food is interesting
	VE3	Solaria has an affordable price
	VE4	Solaria is in a convenient location
	VE5	Solaria has an interesting design and decoration
Brand Equity	BE1	I can remember the Solaria logo or symbol
	BE2	I can recognize the Solaria brand easily compared to other brands
	BE3	I will make Solaria my top choice
	BE4	The Solaria brand is different from other fast food restaurant brands
	BE5	Solaria is unique
Relationship Equity	RE1	I believe in the Solaria brand
	RE2	I believe that Solaria treats me fairly or the same as other customers

	RE3	The appearance of Solaria's social media has made me a Solaria fan
	RE4	The appearance of social media makes me have an emotional closeness or attachment to Solaria
	RE5	Solaria's social media display makes me believe that Solaria treats me special
Purchase Intention	PI1	I intend to buy a product promoted on Solaria's social media
	PI2	I intend to try products promoted on Solaria's social media
	PI3	I will recommend products promoted on Solaria's social media to others

**Table 2** Goodness of Fit test for Measurement Model

Categories	Index Name	Accepted Index Value	Results	Conclusion
Absolute Fit	Chisquare / CMIN	> 0.05	209.437 p = 0.080	Model Fit
	RMSEA	< 0.08	0.025	Model Fit
	GFI	> 0.90	0.930	Model Fit
Incremental Fit	AGFI	> 0.90	0.893	Model Fit
	CFI	> 0.90	0.991	Model Fit
	TLI	> 0.90	0.987	Model Fit
	NFI	> 0.90	0.936	Model Fit
Parsimonious Fit	Chisquare / df atau CMIN / df	< 5.0	1.151	Model Fit
	PNFI	The higher the better	0.673	Model Fit
	PGFI	0-1	0.613	Model Fit



**Figure 1** Measurement Model

**Table 3** Validity

Variable - Indicator	Estimate / Loading Factor	AVE	Critical Ratio (C.R)	P Value	Results
Social Media → SMM1	0.621	0.645	9.311	***	Valid
Social Media → SMM2	0.67		9.946	***	Valid
Social Media → SMM3	0.595		8.178	***	Valid
Social Media → SMM4	0.676			***	Valid
Social Media → SMM5	0.653		7.913		Valid
Value Equity → VE1	0.626	0.658			Valid
Value Equity → VE2	0.729		8.667	***	Valid
Value Equity → VE3	0.698		9.310	***	Valid
Value Equity → VE4	0.71		9.527	***	Valid
Value Equity → VE5	0.592		8.244	***	Valid
Brand Equity → BE1	0.618	0.642			Valid
Brand Equity → BE2	0.674		9.382	***	Valid
Brand Equity → BE3	0.7		9.674	***	Valid
Brand Equity → BE4	0.616		9.376	***	Valid

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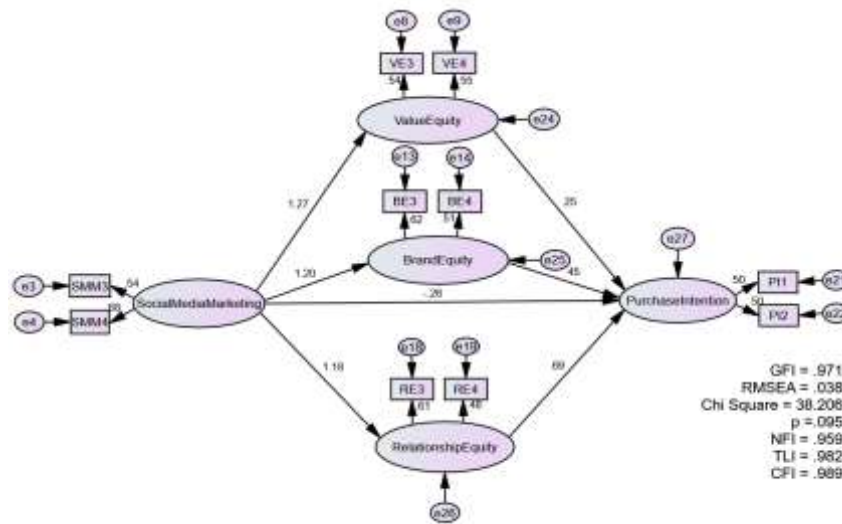
Brand Equity → BE5	0.617	0.616	8.745	***	Valid
Relationship → RE1 Equity	0.618				Valid
Relationship → RE2 Equity	0.642		7.772	***	Valid
Relationship → RE3 Equity	0.649		8.925	***	Valid
Relationship → RE4 Equity	0.545		7.734	***	Valid
Relationship → RE5 Equity	0.617		8.580	***	Valid
Purchase → PI1 Intention	0.501	0.492			Valid
Purchase → PI2 Intention	0.551		8.771	***	Valid
Purchase → PI3 Intention	0.483		9.977	***	Valid

**Table 4** Reliability

Indicator	Loading Factor	Error	Composite Reliability (CR)	AVE	Results
SMM1	0.621	0.225	0.738	0.645	Reliable
SMM2	0.67	0.234			
SMM3	0.595	0.189			
SMM4	0.676	0.237			
SMM5	0.653	0.256			
VE1	0.626	0.261	0.943	0.658	Reliable
VE2	0.729	0.203			
VE3	0.698	0.214			
VE4	0.71	0.218			
VE5	0.592	0.281			
BE1	0.618	0.235	0.735	0.642	Reliable
BE2	0.674	0.216			
BE3	0.7	0.195			
BE4	0.616	0.266			
BE5	0.617	0.251			
RE1	0.618	0.228	0.723	0.616	Reliable
RE2	0.642	0.22			
RE3		0.216			
RE4	0.545	0.255			

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RE5	0.617	0.26			
PI1	0.501	0.259	0.654	0.492	Reliable
PI2	0.551	0.28			
PI3	0.483	0.274			



**Figure 2** Structural Model

**Table 5** Goodness of Fit Test for Structural Model

Categories	Index Name	Accepted Index Value	Results	Conclusion
Absolute Fit	Chisquare / CMIN	> 0.05	38.206 p = 0.095	Model Fit
	RMSEA	< 0.08	0.038	Model Fit
	GFI	> 0.90	0.971	Model Fit
	AGFI	> 0.90	0.944	Model Fit
Incremental Fit	CFI	> 0.90	0.989	Model Fit
	TLI	> 0.90	0.982	Model Fit
	NFI	> 0.90	0.959	Model Fit
	Chisquare / df atau CMIN / df	< 5.0	1.365	Model Fit
Parsimonious Fit	PNFI	The higher the better	0.597	Model Fit
	PGFI	0-1	0.494	Model Fit

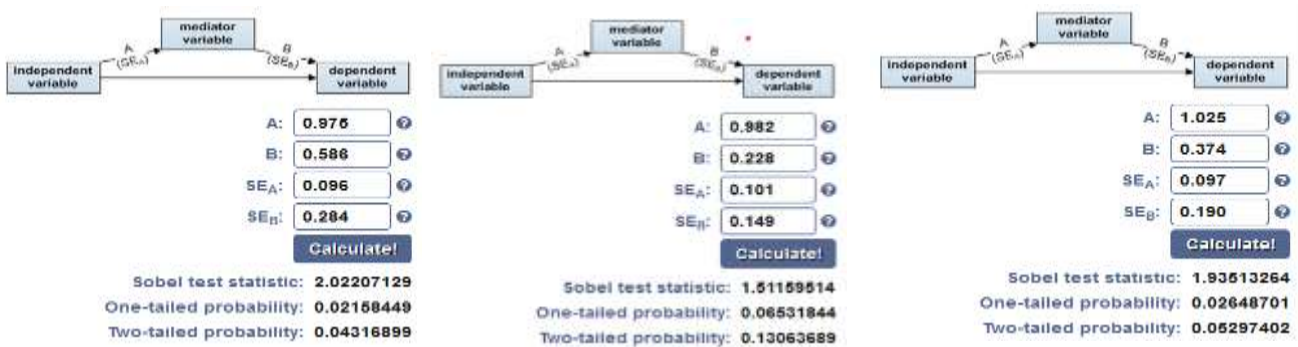
Table 6 illustrates the direct effect that Hypothesis 1 or H1 regarding the positive and significant effect of social media marketing activities on value equity ( $\beta$ ) = 0.982, (C.R) = 9.731,  $p < 0.05$ ) is accepted. The statistical findings also showed that social media marketing activities positively and significantly affected brand equity ( $\beta$ ) = 1.025, (C.R) = 10.518,  $p < 0.05$ ) and relationship equity ( $\beta$ ) = 0.975, (C.R) = 10.146,  $p < 0.05$ ), thus, H2 and H3 are accepted. The statistical analysis proved that value equity has a positive effect on purchase intention ( $\beta$ ) = 0.228 but not significant (C.R = 1.529,  $p > 0.05$ ) and brand equity has a positive and significant effect on purchase intention ( $\beta$ ) = 0.374, (C.R) = 1.971,  $p < 0.05$ ) thus, H4 and H5 are accepted. Finally, the results confirmed the positive and significant effect of relationship equity on purchase intention ( $\beta$ ) = 0.586, (C.R = 2.063,  $p < 0.05$ ) and the negative effect of social media marketing activities on purchase intention (C.R = - 0.389,  $p > 0.05$ ), thus H6 is accepted and H7 is rejected. Table 7 shows indirect effect that H8: value equity mediates the effect of social media marketing activities on purchase intention is rejected because using Sobel Test, (C.R) = 1.512,  $p > 0.05$ . Meanwhile, H9: brand equity mediates the effect of social media marketing activities on purchase intention is accepted because (C.R) = 1.935 is close to 1.96,  $p = 0.05$ . Finally, H10: relationship equity mediates the effect of social media marketing activities on purchase intention is also accepted because (C.R) = 2.022,  $p < 0.05$ .

**Table 6** Hypotheses Results (Direct Effect)

Hypotheses	Path		$\beta$	S.E	C.R	P-Value	Results
H1	Social Media Marketing	⇒ Value Equity	0.982	0.101	9.731	***	Accepted
H2	Social Media Marketing	⇒ Brand Equity	1.025	0.097	10.518	***	Accepted
H3	Social Media Marketing	⇒ Relationship Equity	0.975	0.096	10.146	***	Accepted
H4	Value Equity	⇒ Purchase Intention	0.228	0.149	1.529	0.126	Rejected
H5	Brand Equity	⇒ Purchase Intention	0.374	0.190	1.971	0.049	Accepted
H6	Relationship Equity	⇒ Purchase Intention	0.586	0.284	2.063	0.039	Accepted
H7	Social Media Marketing	⇒ Purchase Intention	-0.183	0.470	-0.389	0.697	Rejected

**Table 7** Hypotheses Results (Indirect Effect)

Hypotheses	Path	Sobel Test		Results
		t- tablel / C.R	p value	
H8	Social Media Marketing $\Rightarrow$ Value Equity $\Rightarrow$ Purchase Intention	1.512	0.130	Rejected
H9	Social Media Marketing $\Rightarrow$ Brand Equity $\Rightarrow$ Purchase Intention	1.935	0.05	Accepted
H10	Social Media Marketing $\Rightarrow$ Relationship Equity $\Rightarrow$ Purchase Intention	2.022	0.043	Accepted



**DISCUSSION**

The primary aim of this study was centered on examining the effect or the role of social media marketing activities on customer purchase intention. It was found that for direct effect, social media marketing activities have positive and significant effects on value equity, brand equity, and relationship equity. The results also indicated that brand equity and relationship equity have positive and significant effects on purchase intention. Value equity has positive effect but not significant effect on purchase intention. Then social media marketing activities has negative direct effects on purchase intention. Meanwhile, for indirect effect, social media marketing activities don't have significant effects on purchase intention through value equity. But social media marketing activities have moderate effects on purchase intention through brand equity. Finally, social media marketing activities have significant effects on purchase intention through relationship equity. In earlier study, Macharia (2019) discovered social media marketing activities had positive effect on brand equity, value equity and relationship equity. But only brand equity and relationship equity had positive effect on purchase intention, while value equity had negative effect on purchase intention. Earlier studies by Macharia (2019) and (Ural and Yuksel, 2015) have shown that social media marketing activities directly have negative effects on purchase intention

## CONCLUSION

The findings show for direct effect, social media marketing activities have positive and significant effects on value equity, brand equity, and relationship equity. The results also indicated that brand equity and relationship equity have positive and significant effects on purchase intention. Value equity has positive effect but not significant effect on purchase intention. Then social media marketing activities has negative direct effects on purchase intention. Meanwhile, for indirect effect, social media marketing activities don't have significant effects on purchase intention through value equity. But social media marketing activities have moderate effects on purchase intention through brand equity. Finally, social media marketing activities have significant effects on purchase intention through relationship equity. Companies should increase their social media marketing activities according to these findings and regularly search about changing consumers' needs, then developing offer for meeting them. If companies use social media marketing activities, according to findings this will indirectly increase customers' intent to purchase brand's product and therefore increase the brand's future profits.

Social media is seen as a big platform for brands to expand their market and reach more customers. Social media can make brands distinguishable and easily recognized. Therefore, social media can shape and increase brand equity. Finally social media marketing activities have positive and significant effects on relationship equity so that companies should make an effort to build relationship and retain customers longer for long-term profit.

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