The Influence of Social Media Marketing, Brand Equity, and Social Brand Engagement on Repurchase Intention Toward NPURE Skincare Brand

Laras Bunga Pratiwi[1], Mohamad Rizan[2], Nofriska Krissanya[3]
[1,2,3] Universitas Negeri Jakarta, Indonesia

ARTICLE INFO	ABSTRACT
	This study aims to determine the effect of social media marketing, brand equity, and social brand engagement on repurchase intention on the NPURE skincare brand. The research method used in this research is quantitative method by distributing questionnaires. Sampling using purposive sampling technique by obtaining 302 respondents as samples. The population in this study consists of individuals who have used NPURE skincare products and follow the Instagram account @npureofficial. This research was processed using SPSS version 25.0 software and SEM (Structural Equation Model) through AMOS to analyze and generate data from this research. The result of this study indicate that First, social media marketing have a positive and significant influence on brand equity, social brand engagement, and repurchase intention. Second, brand equity and social brand engagement have a positive and significant influence on repurchase intention.
Corresponding Author : ✉	larasbunga05@gmail.com

INTRODUCTION

Nowadays, social media has transformed into dominant communication tool globally, fueled by rapid technological advancements and growing digital literacy among populations. Data at January 2024, there were approximately 5.04 billion social media users worldwide, representing 62.3% global population (We Are Social, 2024). Indonesia ranks fourth because the highest total social media consumens, with over 228 million individuals actively engaging on various platforms (Statista, 2024). This widespread adoption has significantly altered how users interact with brands also purchasing decisions.

Social media have a function in Indonesia continues to evolve beyond interpersonal communication, with platforms like Instagram, TikTok, and WhatsApp serving as central hubs for content consumption, community

960

building, and digital commerce. On average, Indonesians spend over 3 hours daily at social media, using primarily to entertainment and information-seeking (We Are Social, 2024). The accessibility and interactive nature of these platforms have not only influenced personal behavior but also reshaped the landscape of marketing strategies, especially in industries like cosmetics and skincare.

Transitioning from analogue to digital-first marketing tactics yielded better results because COVID-19, pushing brands to engage with consumers through digital touchpoints. SMM emerged as a highly relevance way due to its ability to deliver personalized content, foster real-time engagement, and amplify brand messages (Kumar and Devi, 2024; Patma et al., 2021). Platforms like Instagram allow beauty brands to present visual-rich content that appeals especially to Gen Z and millennials, creating emotional resonance and loyalty through interactive experiences (Charis et al., 2023).

Indonesian skincare market, this transformation especially evident. Skincare industry has experienced consistent growth, with revenues projected to increase by 3.7% annually through 2029, reaching USD 2.76 billion in 2024 (Statista, 2024). One of the key drivers behind this growth is heightened consumer awareness regarding skin health and beauty. Skincare has transitioned from being a mere desire to becoming a perceived necessity, particularly among women and younger consumers (Febriani et al., 2023; Hanifa, 2024).

One brand that has embraced these dynamics is NPURE, a local Indonesian skincare company committed to natural ingredients, halal certification, and dermatological safety. Since its establishment in 2017, NPURE has actively used Instagram to engage over 1.5 million followers. NPURE has employed a range of SMM strategies including entertaining and trendy content, interactive campaigns, and personalized community engagement through "Pure Mates" to build its digital presence (NPURE, 2021). However, despite this significant reach, NPURE's engagement rate remains lower than several competitors, assume needed by deeper consumer connection also trust-maintain.

Influencing customer purchase choices and promoting repurchase intentions requires brand equity, which includes factors including brand recognition, perceived quality, brand loyalty, also brand associations (Aaker, 1991). In a crowded marketplace, Zulfa and Muslichah (2022) argue that a well-known brand has a better chance of standing out and retaining customers by making them happier and more trusting. For NPURE, qualities like the natural component "Centella Asiatica" have become crucial. Evidence suggests,

however, that brand equity is underutilized owing to varying consumer experiences and misunderstandings about product contents.

Social brand engagement referring for emotional as well as behavioral connection that consumers have with firms via social platforms. It is a key factor in influencing repurchase intention (Minh et al., 2022). Engagement actions for example commenting, like, sharing, also participating in challenges or reviews make significant effect at the consumer-brand correlations. Research by Dash et al. (2021) and Reyvina et al. (2024), demonstrate when engagement levels are high, brands are able to expand their reach, as well as enhance trust, satisfaction, and long-term loyalty.

All things considered, they do play a part in repurchase intention, which is the likelihood that a consumer will repurchase a product due to a favorable experience. The urge to acquire a product from the same seller again due to the current and past pleasure is defined as repurchase intention (Jasin and Firmansyah, 2023). According to Samuel and Anita (2023), repurchase intention is the likelihood that a client will make subsequent purchases from the same firm. This design is essential for enterprises because it decreases acquisition costs and increases client lifetime value (Qaimari et al., 2021; Wijaya and Susilawaty, 2023).

Even though previous studies have shown correlations between (SMM), brand equity, social brand engagement, also repurchase intention, very few have focused on local skincare businesses, especially in developing nations. This research aims to explore effects of social media marketing, brand equity, and social brand engagement on repurchase intention using NPURE, an Indonesian skincare brand, as a case study. The study investigates the link among SMM, brand equity, also social brand engagement in context of consumer behavior, using the Stimulus-Organism-reaction (S-O-R) paradigm as its theoretical underpinning. The findings give light on the theory behind digital beauty brand management in Indonesia and provide practical suggestions for improving this field.
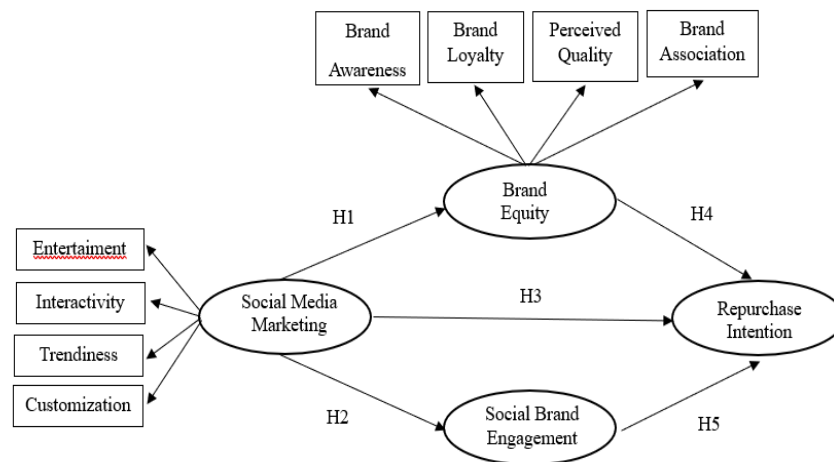
Figure 1.
Conceptual Model of the Study
Source: Processed by Researches (2024)

RESEARCH METHOD

This study adopts a quantitative research method for data collection and applies statistical analysis to identify patterns and relationships between variables, enabling a more objective and measurable interpretation of the findings. The study will be conducted over a months, from March to May 2025, throughout all provinces in Indonesia. The sample size was determined by referring to guidelines provided by Hair et al. (2019), which recommend calculating the minimum required sample by multiplying the total number of indicators for all variables by a factor ranging from 5 to 10. In this study, the researcher applied a factor of 5. With a total of 44 indicators, the minimum sample size required was calculated in 220 respondents. Participants were required to meet the following characteristics: (a) have used NPURE skincare products, (b) follow @npureofficial on Instagram, (c) aged 13-44 years old, and (d) interested in skincare and beauty. To collect empirical data, the researcher distributed a structured questionnaire to 302 users of NPURE skincare products who reside throughout Indonesia and are between the ages of 13 and 44. The responses gathered from this survey served as the primary data source for examining and testing the relationships among the study variables. Data analysis was conducted using Structural Equation Modelling (SEM), with SPSS version 26.0 employed to assess the validity and reliability of the measurement instruments. Confirmatory Factor Analysis (CFA) with Second Order Construct and First Order Construct, also hypothesis testing were carried out using AMOS to evaluate the model fit and test the proposed theoretical framework.

963

RESULT AND DISCUSSION
Respondents Experience Information and Characteristics
Table 1.
Characteristics of Respondents

		Total	Percentage
Gender	Male	73	24,17%
	Female	229	75,82%
	Total	**302**	**100%**
Age	13 – 20	25	8,3%
	21 – 27	143	47,4%
	28 – 35	109	36,1%
	36 – 44	25	8,3%
	Total	**302**	**100%**
Domicile (Province)	N. Aceh	11	3,6%
	Darussalam	15	5%
	Sumatera Utara	11	3,6%
	Sumatera Selatan	12	4%
	Sumatera Barat	11	3,6%
	Bengkulu	13	4,3%
	Riau	13	4,3%
	Kepulauan Riau	14	4,6%
	Jambi	13	4,3%
	Lampung	13	4,3%
	Bangka Belitung	14	4,6%
	Kalimantan Barat	15	5%
	Kalimantan Timur	13	4,3%
	Kalimantan Selatan	11	3,6%
	Kalimantan	12	4%
	Tengah	12	4%
	Kalimantan Utara	23	7,6%
	Banten	30	9,9%
	DKI Jakarta	18	6%
	Jawa Barat	5	1,7%
	Jawa Tengah	18	6%
	D.I Yogyakarta	3	1%
	Jawa Timur	0	0%
	Bali	0	0%
	Nusa Tenggara	1	0,3%
	Timur	0	0%
	Nusa Tenggara	0	0%
	Barat	0	0%
	Gorontalo	0	0%
	Sulawesi Barat	1	0,3%
	Sulawesi Tengah	0	0%

	Sulawesi Utara	0	0%
	Sulawesi Tenggara	0	0%
	Sulawesi Selatan	0	0%
	Maluku Utara	0	0%
	Maluku	0	0%
	Papua Barat	0	0%
	Papua	0	0%
	Papua Tengah		
	Papua Pegunungan		
	Papua Selatan		
	Papua Barat Daya		
	Total	**302**	**100%**
Time spent on social media per day	1 – 3 Hours	56	18,5%
	4 – 7 Hours	176	58,3%
	8 – 11 Hours	65	21,5%
	>12 Hours	5	1,7%
	Total	**302**	**100%**

Source: Processed by Researchers (2025)

Table revealed commonly respondents are female, accounting for 229 individuals (75.82%). Most participants are within the age range of 21–27 years (143 respondents, 47.4%). The highest concentrations of respondents are located in West Java (30 respondents, 9.9%), followed by Jakarta (23 respondents, 7.6%), Central Java (18 respondents, 6%), and East Java (18 respondents, 6%). In terms of social media usage, the majority spend between 4 to 7 hours per day (176 respondents, 58.3%).

Validity and Reliability Test

Using SPSS version 25, this research tested for reliability and validity. In order to determine if an indicator is legitimate, the validity test used Pearson's correlation analysis. If the computed correlation coefficient (r-value) > essential r-value from product moment table, then the indicator is deemed authentic. The crucial r-value was 0.113 using a 5% significance threshold and a sample size of 302 respondents. This meant that any indication with an r-value greater than 0.113 might be considered legitimate. In addition, the reliability study demonstrated that all variables had Cronbach's alpha values over 0.6, that signifies a strong degree of internal consistency and validates the measuring devices' dependability.

Table 2.
Validity and Reliability Test Results

Items	Variables and Indicators	N	R Table Product Moment	R Calculated	Cronbach's Alpha
	Social Media Marketing				
EN1	The social media content of NPURE skincare brands is enjoyable.			0,469	
EN2	Content of NPURE's social media seems interesting.			0,525	
EN3	Utilizing the social media channels of NPURE skincare brands is exciting.			0,381	
EN4	It is fun to collect information on products through NPURE's social media.			0,455	
IN1	The discussion and exchange of opinions are possible in the social media of NPURE skincare brands.	302	0,113	0,479	0,776
IN2	Expression of opinions is easy in the social media of NPURE skincare brands.			0,476	
IN3	It is easy to convey my opinions or conversation with other users through NPURE's social media			0,500	
IN4	It is possible to have two-way interaction through NPURE's social media.			0,529	
TR1	The information shared in the social media of NPURE skincare brands is up			0,547	

	to date.			
TR2	The use of social media by NPURE skincare brands is fashionable.		0,473	
TR3	Using NPURE's social media is very trendy.		0,450	
TR4	The content on NPURE's social media is the newest information.		0,478	
C1	The information that I need can be found in the social media of NPURE skincare brands.		0,545	
C2	The social media of NPURE skincare brands provided the information that I needed.		0,450	
C3	It is possible to search for customized information on NPURE's social media.		0,461	
C4	NPURE skincare brands offers customized services through its social media.		0,447	
Brand Equity				
BA1	*I am always aware of NPURE skincare brands.*		0,497	
BA2	*I can recognize NPURE easily in other local skincare brands.*		0,490	
BA3	*I remember one of the NPURE's advertisements on online media.*	302	0,113	0,428	0,711
BA4	*I can recognize advertisements from the NPURE just by looking at the dominant colour.*		0,519	

BL1	*I will continue to rebuy NPURE's products.*			0,516	
BL2	*I will recommend NPURE's products to other consumers.*			0,517	
BL3	*I will only use NPURE for my skincare.*			0,243	
BL4	*I do not see the price of the item when buying NPURE's products.*			0,228	
PQ1	*NPURE skincare products have a formula that is safe to use.*			0,446	
PQ2	*NPURE skincare products have a light texture and provide a refreshing sensation.*			0,498	
PQ3	*NPURE provides a wide range of skincare products that can be used by various skin types and age groups.*			0,552	
PQ4	*NPURE always offers high-quality skincare products.*			0,532	
BS1	*I can remember and recognize NPURE's logo easily.*			0,414	
BS2	*I can image NPURE easily when reminding it.*			0,488	
BS3	*NPURE has a Skin Medical Advisor (SMA) service that allows me to consult directly about skincare products.*			0,352	
BS4	NPURE skincare products are cheaper than some other brands.			0,360	
Social Brand Engagement					
SBE1	*I follow NPURE skincare brands on social media sites.*	302	0,113	0,413	0,661
SBE2	*I participate in*			0,578	

	interactive activities with NPURE on social media sites.					
SBE3	*I always take the side of NPURE skincare brands when someone says bad things about it.*			0,568		
SBE4	I always think of NPURE skincare products when looking for skin care treatments.			0,666		
SBE5	NPURE skincare products make me feel satisfied and happy.			0,513		
SBE6	I use NPURE skincare products more often than other skincare products.			0,610		
Repurchase Intention						
RI1	*I have the intention to repurchase skincare products from NPURE*			0,504		
RI2	*I have a plan to repurchase skincare products from NPURE.*			0,466		
RI3	*I am likely to repurchase skincare products from NPURE soon.*			0,416		
RI4	*I'd like to use skincare products from NPURE for a long time.*	302	0,113	0,524	0,723	
RI5	*I'd like to recommend my friends to buy skincare products from NPURE.*			0,413		
RI6	*If necessary, it is likely for me to buy other skincare products from NPURE.*			0,370		

Source: Processed by Researchers (2025)

Confirmatory Factor Analysis (CFA) Test

Outcomes CFA are shown in Figure 2 and Table 3. These findings revealed calculation method fits the data great, as all the fit quality indicators were within the acceptable range.
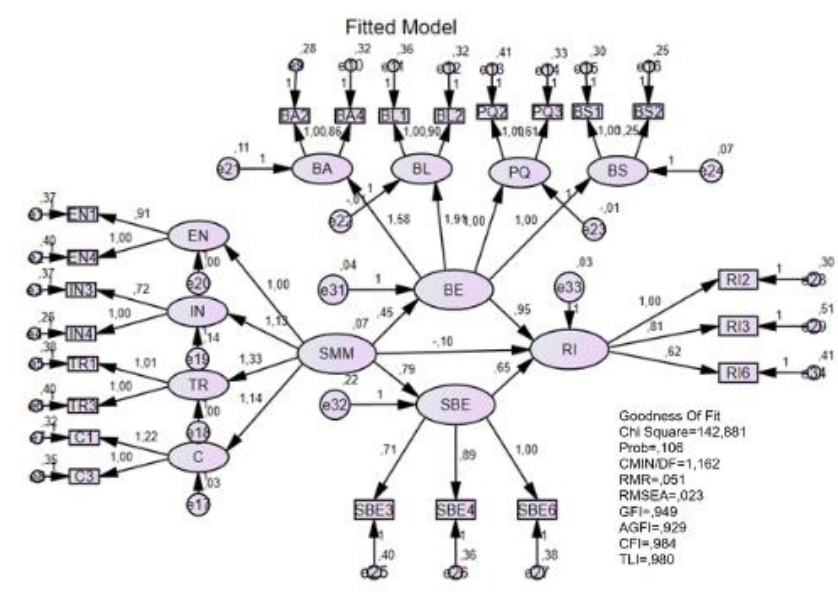
Figure 2. Fitted Model

Source: Processed by Researches (2025)

Table 3.

Confirmatory Factor Analysis (CFA) Test Results

Goodness of Fit Index	Cut-off-Value	Result	Ket.
CMIN/DF	≤2	1,162	*Good Fit*
p-*value*	≥ 0,05	0,106	*Good Fit*
RMR	≤0,08	0,051	*Good Fit*
RMSEA	≤0,08	0,023	*Good Fit*
GFI	≥ 0,90	0,949	*Good Fit*
AGFI	≥ 0,90	0,929	*Good Fit*
CFI	≥ 0,90	0,984	*Good Fit*
TLI	≥ 0,90	0,980	*Good Fit*

Source: Processed by Researches (2025)

Hypotesis Test

Description above revealed outcpmes of the hypothesis test. Hypotheses were evaluated by examining Critical Ratio (C.R.) and P-Value, where a hypothesis is considered acceptable if the C.R. value exceeds 1.96 also the P-Value < 0.05. Based on outcomes, all proposed hypotheses meet these criteria and are therefore accepted.

Table 4.

Hypothesis Test Results

Hypothesis	Independent Variable		Dependent Variable	C.R. (t-value)	P-Value	Results
H1	Social Media Marketing	→	Brand Equity	3,741	***	Accepted

970

H2	Social Media Marketing	→	Social Brand Engagement	3,348	***	Accepted
H3	Social Media Marketing	→	Repurchase Intention	4,362	***	Accepted
H4	Brand Equity	→	Repurchase Intention	3,634	***	Accepted
H5	Social Brand Engagement	→	Repurchase Intention	5,342	***	Accepted

Source: Processed by Researches (2025)

Having (C.R.) of 3.741, above the barrier of 1.96, as well as a p-value below 0.05, According to outcomes of the first hypothesis test, there is a strong positive correlation between social media marketing and brand equity. That being the case, we can accept the first hypothesis. According to the findings, more effective social media marketing leads to higher brand equity. Kumar and Devi (2024), Dhewi and Kurnianto (2023), Prasetio et al. (2022), Sakina and Aslami (2022), and Nurhadi et al. (2024) have all found results that support this. The amount of interactive material, promotions, and digital marketing shared by NPURE on a daily basis is higher among social media users compared to non-users. Customers' trust in the product's quality, positive associations with the brand, brand loyalty, and overall perception of the product are all enhanced via repeated exposure as they get more familiar with NPURE (Ritonga et al., 2025; Natasya Prawesti, & Kuswanto, 2025; Fauzia Ratna Dewi et al., 2025).

We find SMM significantly affects social brand engagement, which supports the second hypothesis (C.R. = 3.348, p-value < 0.05). This is more evidence that SMM campaigns that are well-executed lead to higher levels of engagement with brands. A number of studies have come to the same findings; for example, Asyhari et al. (2022), Bismoaziiz et al. (2021), Liu et al. (2021), and Reyvina et al. (2024). When brand content is engaging and amusing, people are more inclined to interact with it on social media. When customers are satisfied with responses they get from a brand on social media, they develop a stronger emotional connection to that brand (Darmawan et al., 2025; Ritonga et al., 2025).

The third hypothesis confirms that social media marketing has a considerable impact on repurchase intention, as shown by a C.R. of 4.362 also a p-value less than 0.05. This leads many to conclude that the hypothesis must be true. Strategic social media marketing may increase the likelihood that consumers will repurchase a product, according to this finding. Previous study by Asyhari et al. (2022), Jalil et al. (2021), Kumar and Devi (2024), Putri and Jatra (2024), and Rizky et al. (2023) has been supported by this research. For attracting new customers also keep the ones they already have, NPURE provides content that is interesting, educational, and interactive. Furthering

customer engagement and reinforcing repurchase intent, NPURE offers special promotions, freebies, and other engaging marketing initiatives via social media. Customers that have an emotional connection to NPURE, whether it's via one-on-one interactions or the Pure Mates network, are more likely to be loyal customers and buy more products (Natasya Prawesti, & Kuswanto, 2025).

The fourth hypothesis indicates a significant correlation among brand equity also repurchase intention, by C.R. of 3.634 also a p-value below 0.05, supporting the hypothesis. This suggests stronger brand equity positively make consumers' repurchase intentions. This is consistent with findings from Kumar and Devi (2024), Paksi and Indarwati (2021), Safutra et al. (2023), Sukmawati and Toto (2022), Kusumayani and Warmika (2022). Consumers who have experienced good product quality They're additionally inclined to buy from the same brand again over trying anything new. Additionally, brand loyalty plays an important role in shaping repurchase intention. Consumers who have had positive experiences with NPURE, both in terms of product quality and customer service, tend to show high loyalty. The higher the consumer loyalty, the more likely they are to continue choosing NPURE over other brands. Through the #GenerasiKulitSehat campaign, which promotes the importance of healthy skin over fair skin and encourages wise skincare choices. This consistent messaging builds emotional connections with consumers and increases the likelihood of repeat purchases.

Fifth also final hypothesis shows that social brand engagement significantly influences repurchase intention, by C.R. of 5.342 also a p-value below 0.05, confirming hypothesis. This finding suggests higher social brand engagement leads to a stronger intention to repurchase. This result supports previous studies by Almaudina et al. (2023), Asyhari et al. (2022), Hsu (2023), Majeed et al. (2022), Putra et al. (2023). Consumers who actively interact with NPURE's social media content, provide reviews, and share their product experiences tend to have a closer relationship with NPURE. This creates a higher sense of trust in product quality, which ultimately encourages repeat purchases.

These outcomes may revealed using (S-O-R) models by Mehrabian and Russell (1974), which posits external stimuli (S) affect an (O), leading to behavioral responses (R). This investigation shows that the desire to repurchase the reaction of SMM, that acts as stimulus. The organisms in this study are brand equity or social brand engagement. Positive customer views as well as emotional involvement are shaped by successful digital marketing techniques, according to the research. These methods highlight entertainment, interaction, trendiness, especially customisation. Repurchase intent along with brand

loyalty are both increased as a result of these more favorable impressions. Research agrees as previous studies highlight urgention of S-O-R model for analyzing impact of digital marketing tactics on customer actions alsoand choices to skincare and cosmetics business (Asyhari et al., 2022; Majeed et al., 2022).

CONCLUSION

According to findings discussed above, based on information collected, we may deduce:

1. Social Media Marketing on Brand Equity has a significant and positive effect.
2. Social Media Marketing on Social Brand Engagement has a significant and positive effect.
3. Social Media Marketing on Repurchase Intention has a significant and positive effect.
4. Brand Equity on Repurchase Intention has a significant and positive effect.
5. Social Brand Engagement on Repurchase Intention has a significant and positive effect.

By delving further into the correlation among SMM, brand equity, social brand engagement, and repurchase intention, this study adds to the growing body of literature on digital marketing. The research results provide credence to the theory companies may increase repurchase intentions by using social media marketing methods that boost brand engagement also consumer loyalty. The outcomes give management insight NPURE may use to improve the efficacy of its digital marketing campaigns. In order to build more specific tactics to boost brand positioning and nurture long-term customer retention in the competitive skincare industry, the firm has to understand the major determinants of consumer behavior. Although this research does provide some valuable contributions, it is fundamental to note that it does have numerous drawbacks. One limitation is that the study only looked at NPURE, thus the results may not apply to other skincare companies or sectors. whether researchers want to see whether the same trends hold in other settings, they could look at the larger Indonesian skincare industry or include more companies in their studies. Furthermore, only a subset of variables were included in this analysis. To get a more complete picture of what impacts repurchase intention, future research may include other variables like price, customer experience, trust, or (e-WOM). Third, it is difficult for getting a thorough comprehension of what drives consumers when a solely quantitative

approach is used. Future research ought to employ qualitative or mixed-method approaches to better understand those variables that impact consumer loyalty along with repeat purchases.

REFERENCES

Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. New York: The Free Press.

Al Qaimari, R., Al Hassan, M., Al Dmour, H., & Aloqaily, A. (2021). The effect of the electronic word of mouth on purchase intention via the brand image as a mediating factor: an empirical study. International Journal of Networking and Virtual Organisations, 24(2), 182. https://doi.org/10.1504/ijnvo.2021.10037256

Almaudina, M., Ramdan, A. M., Jhoansyah, D., & Deli, M. M. (2023). The Effectiveness of Perceived Enjoyment and Brand Engagement in Correlating Gamification Marketing with Online Repurchase Intention in Shopee Game Users. International Journal of Economics Development Research, 4(1), 222–235.

Asyhari, A., Ayuni, S., Primananda, N. A., Saputri, P. L., & Salleh, W. A. (2022). The Mediating Effect of Consumer Brand Engagement on the Relationship between Social Media Marketing and Repurchase Intention. Journal of Digital Marketing and Halal Industry, 4(2), 1–22. https://doi.org/10.21580/jdmhi.2022.4.2.13137

Bismoaziiz, B., Suhud, U., & Saparuddin, S. (2021). Influence of Social Media Marketing, Electronic Word of Mouth and Consumer Engagement To Brand Loyalty in Indonesia Grab Company. International Journal of Business and Social Science Research, January 2020, 16–26. https://doi.org/10.47742/ijbssr.v2n2p3

Charis, J. C., Rotty, G. V., Wiraputra, A. L., & Parani, R. (2023). Kekuatan Pemasaran Digital: Analisis Dampak Iklan, Celebrity Endorsement, Dan Influencer Marketing Terhadap Niat Beli Konsumen. JKOMDIS : Jurnal Ilmu Komunikasi Dan Media Sosial, 3(3), 709–714. https://doi.org/10.47233/jkomdis.v3i3.1217

Darmawan, R. B., Supramono, & Indarto. (2025). Pengaruh Tekanan Sosial dan Budaya Organisasi Terhadap Budgetary Slack dengan Religiusitas Sebagai Pemoderasi. Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah, 7(6), 2131 –. https://doi.org/10.47467/alkharaj.v7i6.7904

Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. Journal of Business

Research, 122(October 2020), 608–620. https://doi.org/10.1016/j.jbusres.2020.10.016

Dhewi, T. S., & Kurnianto, M. (2023). Social Media Marketing and Its Influence on Brand Equity: The Mediating Role of Word of Mouth and E-Word of Mouth. Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB), 11(01), 1–11. https://doi.org/10.21009/jpeb.011.1.1

Elisa Febriani, Ifa Aulia Mariska, & Muhammad Farras Nasrida. (2023). Pemanfaatan Media Sosial Bagi Volume Penjualan Produk Skincare Dan Kosmetik Derr Cosmetics. CEMERLANG : Jurnal Manajemen Dan Ekonomi Bisnis, 3(2), 148–159. https://doi.org/10.55606/cemerlang.v3i2.1138

Fauzia Ratna Dewi, Nunik Kusnilawati, & Albert. (2025). Pengaruh Kompetensi dan Profesionalisme Terhadap Kinerja Pegawai Dengan Komitmen Organisasi Sebagai Variabel Intervening . *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 7(6), 2252 –. https://doi.org/10.47467/alkharaj.v7i6.8058

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). The Results of PLS-SEM Article information. European Business Review, 31(1), 2–24.

Hanifa, Z. L. (2024). Pengaruh Social Media Marketing dan Social Brand Engagement Terhadap Purchase Intention Pada Merek Mad For Makeup.

Hsu, C. L. (2023). Enhancing brand love, customer engagement, brand experience, and repurchase intention: Focusing on the role of gamification in mobile apps. Decision Support Systems, 174(June), 114020. https://doi.org/10.1016/j.dss.2023.114020

Jalil, M. I. A., Lada, S., Bakri, M. A., & Hassan, Z. (2021). Halal Cosmetics Repurchase Intention: the Role of Marketing in Social Media. Journal of Islamic Monetary Economics and Finance, 7(4), 629–650. https://doi.org/10.21098/jimf.v7i4.1379

Jasin, M., & Firmansyah, A. (2023). The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products. Uncertain Supply Chain Management, 11(1), 383–390. https://doi.org/10.5267/j.uscm.2022.9.004

Kumar, K. L., & Devi, S. A. (2024). Beyond Likes and Shares: Unveiling the Sequential Mediation of Brand Equity, Loyalty, Image, and Awareness in Social Media Marketing's Influence on Repurchase Intentions for High-Tech Products. Qubahan Academic Journal , 4(2), 23–37. https://doi.org/10.48161/qaj.v4n2a514

Kusumayani, M. H., & Warmika, I. G. K. (2022). Antecedents and Consequences of Brand Equity on Repurchase Intention of Beauty Salon Consumers.

European Journal of Business and Management Research, 7(3), 344–346. https://doi.org/10.24018/ejbmr.2022.7.3.1427

Liu, X., Shin, H., Burns, A. C., Systems, B. I., Rohrer, W. G., & Rd, M. H. (2021). Examining the impact of luxury brand ' s social media marketing on customer engagement : Using big data analytics and natural language processing. Journal of Business Research, 125(May 2019), 815–826. https://doi.org/10.1016/j.jbusres.2019.04.042

Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. Cogent Business and Management, 9(1). https://doi.org/10.1080/23311975.2022.2028331

Mehrabian, A., & Russell, J. A. (1974). The Basic Emotional Impact of Environments. Perceptual and Motor Skills, 38(1), 283-301. https://doi.org/10.2466/pms.1974.38.1.283 (Original work published 1974)

Natasya Prawesti, & Kuswanto, R. (2025). Pengaruh Literasi Keuangan, Pendapatan, Ekspektasi Return, dan Fluktuasi Harga Emas Terhadap Minat Berinvestasi Emas di Kalangan Gen Z: Studi Kasus Pada Kota Jakarta Barat. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 7(6), 2269 –. https://doi.org/10.47467/alkharaj.v7i6.8064

NPURE. (2021). HELLO, PURE FRIEND! https://npureofficial.id/blogs/news/hello-pures-friend

Nurhadi, M., Salsabillah, A. S., Suryani, T., & Fauzi, A. A. (2024). Peran Social Media Marketing Activities dalam Membangun Brand Equity dengan Mediasi Brand Trust, Brand Image, Brand Awareness pada Produk SOMETHINC di Indonesia. PERFORMANCE: Jurnal Bisnis & Akuntansi, 14(1), 241–256. https://doi.org/10.24929/feb.v14i1.2948

Paksi, Y. R., & Indarwati, T. A. (2021). Peran Sales Promotion dan Brand Equity dalam Memengaruhi Re-purchase Intention Produk Fashion di Marketplace. Jurnal Ilmu Manajemen, 9(4), 1582–1591. https://doi.org/10.26740/jim.v9n4.p1582-1591

Patma, T. S., Wardana, L. W., Wibowo, A., Narmaditya, B. S., & Akbarina, F. (2021). The impact of social media marketing for Indonesian SMEs sustainability: Lesson from Covid-19 pandemic. Cogent Business and Management, 8(1), 1–16. https://doi.org/10.1080/23311975.2021.1953679

Prasetio, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. International Journal of Data and

Network Science, 6(4), 1195–1200. https://doi.org/10.5267/j.ijdns.2022.6.014

Putra, W. P., Mukhid, M., & Murthada, M. (2023). Brand Trust, Social Media, and Repurchase Intention: A Case Study of Le Minerale Consumers in Indonesia. International Journal of Business, Law, and Education, 5(1), 58–71. https://doi.org/10.56442/ijble.v5i1.359

Putri, G. A. A. P., & Jatra, I. M. (2024). Pengaruh Social Media Marketing terhadap Repurchase Intention dengan Brand Image Sebagai Mediasi (Studi pada Pelanggan Produk Lipstik Revlon di Kota Denpasar). Jurnal Ekonomika45, 11(2), 85–103.

Reyvina, R., Reyvina, R., & Tjokrosaputro, M. (2024). the Effect of Social Media Marketing on Awareness and Brand Image of Local Fashion Through Consumer Brand Engagement. International Journal of Application on Economics and Business, 2(2), 3417–3429. https://doi.org/10.24912/ijaeb.v2i2.3417-3429

Ritonga, M. J., Khoirudin, & Albahi, M. (2025). Akad dalam Transaksi Keuangan Syariah. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 7(6), 2282 –. https://doi.org/10.47467/alkharaj.v7i6.8065

Rizky, M., Yuliati, L. N., & Hasanah, N. (2023). Pengaruh Social Media Marketing Instagram Terhadap Repurchase Intention Melalui Experiential Marketing dan Brand Trust. Jurnal Aplikasi Bisnis Dan Manajemen, 9(2), 658–670. https://doi.org/10.17358/jabm.9.2.658

Safutra, J., Welsa, H., & Ningrum, N. K. (2023). Pengaruh Brand Equity dan Customer Satisfaction terhadap Repurchase Intention Melalui Brand Loyalty Sebagai Variabel Intervening di D'konkrit Coffee & Food. J-MAS (Jurnal Manajemen Dan Sains), 8(1), 413. https://doi.org/10.33087/jmas.v8i1.749

Sakina, F., & Aslami, N. (2022). Pemanfaatan Instagram Sebagai Social Media Marketing Terhadap Brand Equity. Journal of Social Research, 1(3), 178–184. https://doi.org/10.55324/josr.v1i3.36

Samuel, S., & Anita, T. L. (2023). The relationship between trends in technology use and repurchase intention. International Journal of Data and Network Science, 7(1), 449–456. https://doi.org/10.5267/j.ijdns.2022.9.001

Statista. (2024). Number of social media users worldwide from 2023 to 2029. https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/

Sukmawati, S., & Toto, H. D. (2022). Pengaruh Brand Equity Terhadap Repurchase Intention Konsumen pada Produk Nescafe Classic di Kota

977

Makassar. Journal of Management and Business Seiko, 1(2), 9–20. https://doi.org/10.37531/sejaman.v5i2.2463

Vo Minh, S., Nguyen Huong, G., & Dang Nguyen Ha, G. (2022). The role of social brand engagement on brand equity and purchase intention for fashion brands. Cogent Business and Management, 9(1). https://doi.org/10.1080/23311975.2022.2143308

We Are Social. (2024). Digital 2024. https://wearesocial.com/id/blog/2024/01/digital-2024/

Wijaya, J. A., & Susilawaty, L. (2023). Pengaruh Fitur Iklan Media Sosial Terhadap Niat Beli Yang Dimediasi Oleh Keterlibatan Merek Pada Laptop Lenovo the Effect of Social Media Advertising Features on Purchase Intention Mediated By Brand Engagement on Lenovo Laptops. Business Management Journal, 19(2), 143–161. http://journal.ubm.ac.id/index.php/business-management/index

Zulfa, M. M., & Muslichah, I. (2022). Pengaruh Pengalaman dan Keterikatan Emosional terhadap Loyalitas Merek pada Pengguna Aplikasi Islami di Smartphone. Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen, 1(1), 13–36.