

# Brand Engagement Strategy on Social Media in Shaping Consumer Behavior

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| Article Info                                                                                                                                                     | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Keywords:</b><br>Brand Engagement,<br>Social Media,<br>Consumer Behavior,<br>Digital Marketing Strategy                                                       | This study aims to analyze brand engagement strategies on social media and their influence on shaping consumer behavior. In the digital era, social media has become a primary communication channel for companies to build interactive relationships with their consumers. This study used a qualitative approach with descriptive methods. The results show that brand engagement strategies on social media, such as interactive content, storytelling, collaboration with influencers, live streaming, and loyalty programs, can increase consumer engagement and shape positive attitudes toward the brand. Consumers who actively engage with brand content demonstrate higher levels of loyalty and interest, and are more likely to respond positively to the product. However, the effectiveness of this strategy is influenced by the company's ability to build trust, maintain data transparency, manage budgets, address negative content, and adapt to constantly changing social media trends and algorithms. |
| This is an open access article under the <a href="#">CC BY-NC</a> license<br> | <b>Corresponding Author:</b><br>Ian Zulfikar<br>Nasional University, Jakarta, Indonesia<br><a href="mailto:ian.zulfikar@civitas.unas.ac.id">ian.zulfikar@civitas.unas.ac.id</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

## INTRODUCTION

In the rapidly evolving digital era, social media has become an integral part of modern society's daily lives. Platforms like Facebook, Instagram, Twitter (X), and TikTok have not only transformed the way people communicate but have also revolutionized the global marketing landscape (Erwin et al., 2024). This shift is evident in the increasing direct interaction between consumers and brands, where consumers are no longer merely recipients of information but also play an active role in disseminating, commenting on, and even shaping a brand's image through their engagement. This creates a more dynamic marketing ecosystem, where the relationship between companies and consumers is increasingly close, transparent, and influenced by the speed of information flow in the digital world (Sono et al., 2023).

Companies of all sizes and industries are now competing to harness the potential of social media in their marketing strategies. Brand engagement is a key strategy, aimed at building emotional closeness and active consumer involvement with the brand (Sangaji et al., 2024). Through various forms of interactive content such as storytelling, digital campaigns, user-generated content, and two-way interactions, companies strive to create authentic and relevant experiences for consumers. This ultimately influences consumer behavior in terms of trust, loyalty, and purchasing decisions (Andirwan et al., 2023).

Brand engagement plays a crucial role in building emotional connections between consumers and brands. This engagement extends beyond functional interactions, such as commenting or liking content, but rather further fosters an emotional connection that connects consumers to the values, identity, and story a brand has built (Yolanda & Keni, 2022). This emotional connection forms when consumers perceive a personal relevance to a brand's message, fostering a stronger sense of belonging, trust, and loyalty. In the context of social media, consistent, authentic, and interactive brand engagement is key to fostering long-term emotional bonds that ultimately drive consumer behavior in supporting, recommending, and even defending brands in the digital space (Iman, 2023).

The phenomenon of consumer behavior in the digital era demonstrates a significant shift from traditional consumption patterns to interaction-based consumption patterns. Consumers now rely less on information from conventional advertising and more heavily on the digital interactions they experience on social media (Sartika et al., 2024). From user reviews to influencer recommendations to participation in digital campaigns, all these factors influence how consumers evaluate a brand. This intensive interaction makes consumers more critical and selective in their decision-making, as they have extensive access to various sources of information before deciding to purchase (Amory & Mudo, 2025).

Furthermore, consumer engagement in digital spaces also demonstrates how they shape collective behavior. Through comments, likes, shares, and user-generated content, consumers play an active role in expanding the reach of a brand's message (Jamal, 2025). This phenomenon demonstrates that consumer behavior is no longer passive, but rather participatory and collaborative. This simultaneously shifts the position of consumers, who are not merely marketing targets but also part of the marketing strategy itself by influencing other consumers in digital communities (Umbara, 2021).

Furthermore, this digital interaction encourages the formation of loyal consumer behavior towards brands that provide relevant and authentic experiences. Consumers tend to be more loyal to brands that offer not only products but also values, lifestyles, and identities that align with their own (Andriani & Bunga, 2017). The emotional bonds forged through engagement on social media enable consumers to become active supporters, even brand advocates, willingly sharing their positive experiences. Thus, the phenomenon of consumer behavior formed through digital interactions demonstrates that social media has become a strategic arena for building consumer trust, loyalty, and preference for a brand (Sari, 2024).

The purpose of this study is to describe brand engagement strategies used on social media and analyze the role of brand engagement in shaping consumer behavior. Through this research, it is hoped that a deeper understanding will be gained of how digital interactions between brands and consumers can create emotional bonds, trust, and even drive loyalty and consumer advocacy behavior in the digital space.

The benefits of this research can be divided into two aspects. Theoretically, this research is expected to enrich the literature in the field of digital marketing and consumer behavior, particularly regarding the dynamics of brand engagement on social media. Practically, the results of this study are expected to provide relevant recommendations for

companies in designing more effective engagement strategies, thereby enhancing long-term relationships with consumers and strengthening brand competitiveness in the digital era.

## METHOD

This study uses a descriptive qualitative approach to gain an in-depth understanding of brand engagement strategies on social media and how they shape consumer behavior. Data were obtained through company documents, literature, and relevant previous research (Satori & Komariah, 2009). Purposive sampling was used to identify respondents who had significant experience and interaction with the brand, ensuring relevant and in-depth information.

Data analysis was conducted using thematic analysis, encompassing data reduction, data presentation, and conclusion verification to identify patterns, themes, and relationships between engagement strategies and consumer behavior. To ensure validity and reliability, the study employed source triangulation by comparing data from interviews, observations, and secondary documents, as well as conducting member checking with respondents (Yulianah, 2022). This method provides a comprehensive and applicable overview of brand engagement strategies on social media and their influence on consumer behavior.

## RESULT AND DISCUSSION

### Brand Engagement Strategies on Social Media to Shape Consumer Behavior

#### 1. Interactive Content

Interactive content is a key strategy in brand engagement on social media because it can encourage active consumer participation. Unlike passive content like regular posts, interactive content invites audiences to engage directly through various formats, such as quizzes, polls, challenges, or Q&A sessions. This active participation is not simply a form of engagement but also a psychological mechanism that strengthens the emotional connection between consumers and brands. According to research by (Hollebeek et al. 2014), interactions that actively involve consumers can increase consumer engagement, which contributes to loyalty and purchase intentions.

In addition to increasing engagement, interactive content also serves as a tool for building positive consumer experiences. When consumers feel included and their opinions are valued, they tend to respond to brands with more enthusiasm and openness to marketing messages. For example, polls or quizzes that ask about consumer preferences not only provide valuable data for brands but also create a sense of consumer ownership in the product. This phenomenon aligns with consumer engagement theory, which states that positive experiences and active participation can strengthen long-term relationships between consumers and brands (Brodie et al., 2011).

Furthermore, interactive content can increase brand visibility and reach on social media. When consumers participate, they often share the activity on their social networks, creating a viral effect and increasing organic brand exposure. This strategy is crucial in the context of digital marketing, because the higher the engagement, the more likely a brand is to attract new audiences and retain existing ones. Thus, interactive content not only builds engagement but also becomes a strategic tool in shaping positive consumer perceptions and behaviors.

## 2. Storytelling and Narrative Content

Storytelling and narrative content are important strategies for brand engagement on social media due to their ability to build emotional connections with audiences. Beyond simply conveying product information, storytelling utilizes narratives relevant to consumers' lives, enabling them to feel a personal connection to the brand. According to (Escalas & Bettman, 2004), consumers more easily remember and understand marketing messages when presented in the form of stories compared to plain, factual information. The use of emotional narratives helps brands transcend consumers' cognitive boundaries and create deeper and more memorable experiences.

Furthermore, storytelling can increase consumer identification with a brand. When consumers find values, experiences, or conflicts in a story that resonate with their own, they tend to feel that the brand understands their needs and aspirations. This process strengthens emotional attachment, which is referred to in marketing literature as emotional engagement. (Pan & Chen, 2019) emphasize that emotional engagement has a significant influence on loyalty, brand advocacy, and purchase intention. In other words, storytelling not only increases consumer interest but also encourages positive behavior toward the brand.

In addition to building emotional attachment, storytelling on social media also supports brand differentiation and positioning strategies. In a digital landscape saturated with content, creative and relevant stories can help a brand stand out from the competition. Consumers who are entertained or inspired by stories are more likely to share the content, creating a viral effect that expands the brand's reach and influence. According to (Fog et al. 2010), powerful stories not only influence perceptions but also shape consumer culture, associating the brand with specific values, thus building long-term, irreplaceable relationships.

## 3. Collaboration with Influencers and Key Opinion Leaders (KOLs)

Collaboration with influencers and Key Opinion Leaders (KOLs) is an effective brand engagement strategy because it leverages the credibility and social influence of public figures with engaged audiences. Influencers with a strong reputation and strong engagement with their followers can act as a bridge between brands and consumers. According to (Freberg et al. 2011), consumer trust in influencers influences their perceptions of brands, making promotional messages delivered by influencers more readily accepted than traditional advertising. This strategy leverages the social proof effect, where consumers tend to imitate behavior or evaluate products based on recommendations from figures they admire.

In addition to building positive perceptions, collaborating with influencers can also encourage active consumer interaction and engagement. When influencers share their experiences using a product, audiences not only receive information but are also encouraged to participate through comments, likes, and shares. This engagement not only increases brand visibility on social media but also shapes consumer behavior that is more responsive to marketing campaigns. According to (Lou & Yuan, 2019), influencer endorsements can increase consumer purchase intention and significantly influence purchasing decisions, as audiences perceive influencer recommendations as more authentic than formal advertising.

Furthermore, this strategy allows brands to target specific audience segments. By selecting influencers relevant to their target market, brands can reach consumers whose interests and characteristics align with the products they offer. This strategy not only increases the effectiveness of marketing campaigns but also builds long-term relationships with consumers who have the potential for high loyalty. Collaborations with influencers, when designed strategically, can strengthen brand positioning, increase engagement, and shape consumer behavior that aligns with the company's marketing objectives.

#### 4. Live Streaming and Real-Time Interaction

Live streaming and real-time interaction are brand engagement strategies that are increasingly popular in the digital era due to their ability to provide interactive and authentic experiences to consumers. Through live sessions, brands can showcase products directly, answer questions, or conduct demonstrations, allowing consumers to feel closer and more directly involved. According to (Hamilton et al. 2021), real-time interaction increases consumers' perceptions of engagement because they can respond instantly and perceive the brand's presence as more personal and responsive.

This strategy also allows brands to build stronger emotional connections with their audiences. When consumers see a brand providing direct attention through live sessions, they are more likely to perceive that the brand cares about their needs and aspirations. This emotional engagement is important because (Hollebeek et al. 2014) showed that emotional engagement significantly influences consumer loyalty, brand advocacy, and purchase intention. Live streaming is an effective medium for directly communicating brand values, creating immersive experiences, and strengthening consumer engagement with the brand.

Furthermore, live streaming also supports community building and social interaction strategies. Consumers interact not only with the brand but also with their fellow audience members through comments and discussions during the session. This creates a sense of community that increases consumer participation and encourages positive attitudes toward the brand. According to (Xu et al. 2020), social interactions that occur during live streaming can strengthen perceptions of brand trust and credibility, thereby influencing purchasing decisions and shaping more proactive consumer behavior toward digital marketing campaigns.

#### 5. Loyalty Programs and Gamification

Loyalty programs and gamification are brand engagement strategies that utilize game elements to encourage consumer participation and foster positive attitudes toward the brand. By providing rewards, points, or badges to consumers who actively engage with the brand, companies can increase consumers' intrinsic and extrinsic motivation. According to (Hamari et al. 2014), gamification can increase user engagement because game elements provide fun challenges, achievements, and feedback, making the experience of interacting with the brand more engaging and memorable.

This strategy not only encourages direct consumer engagement but also fosters repeat behavior. Consumers who receive rewards or recognition for their participation are more likely

to return to interact, participate in campaigns, or purchase products, thereby increasing retention and loyalty. According to (Werbach & Hunter 2012), effective gamification mechanisms can transform routine activities into enjoyable experiences, strengthening emotional attachment to the brand and building long-term relationships between the brand and consumers.

Furthermore, gamification also plays a role in shaping consumer experiences that are inherent to the brand. Consumers who engage in loyalty programs or gamification-based challenges tend to associate positive experiences with the brand, thereby increasing brand advocacy and word-of-mouth recommendations. This aligns with research by (Xu et al. 2019), which shows that enjoyable experiences and rewards provided through gamification can strengthen consumer loyalty and increase future purchase intentions. Thus, loyalty programs and gamification not only increase engagement but also shape consistent and positive consumer behavior toward the brand.

## **The Challenges of Brand Engagement on Social Media in Shaping Consumer Behavior**

### **1. Building Trust in Increasingly Skeptical Consumers**

In the digital era, consumers are increasingly critical and skeptical of brand claims. The abundance of information on social media empowers consumers to assess the accuracy and relevance of messages they receive. They tend to seek concrete evidence before trusting a brand, such as user testimonials, product reviews, or content created by consumers themselves. This demonstrates that brand engagement strategies should not rely solely on one-way promotions but should also encourage interactions that build trust through social validation.

Furthermore, the spread of fake news, online fraud, and issues related to data privacy have further exacerbated consumer skepticism. Consumers are becoming more cautious in responding to marketing content due to the increasing risks to the security and authenticity of information. This requires companies to carefully manage digital communications, ensuring that every interaction is not only visually appealing but also credible and trustworthy. Failure to maintain a digital reputation can impact consumer perceptions and damage established loyalty.

Building trust among skeptical consumers requires transparency, honesty, and consistency in all brand engagement activities. Clear communication about products, privacy policies, and prompt responses to consumer questions or complaints will enhance the perception of brand integrity. This strategy helps consumers feel valued and believes that brands are accountable for their claims and promises.

In addition to transparency, companies need to encourage consumer participation in the information validation process. Interactions that allow consumers to provide feedback, reviews, or share their experiences not only increase engagement but also strengthen trust through social proof. Authentic content from consumers themselves has a significant impact on perceived brand credibility because consumers tend to trust the experiences of fellow consumers more than direct promotions from companies. Therefore, building trust on social



media is not just about conveying messages, but also about creating an interaction ecosystem that is transparent, consistent, and based on real experiences.

## **2. Managing Marketing Budgets and ROI**

In the era of diverse social media platforms, companies face the challenge of choosing the most effective channels to reach their target audience. Each platform has different characteristics, user demographics, and interaction patterns, so a marketing strategy that is successful on one platform may not be effective on another. Therefore, companies must conduct proper mapping and segmentation to determine the channels that can maximize consumer engagement and brand perception.

In addition to platform selection, marketing budget management is a crucial aspect of a brand engagement strategy. Inappropriate or overly dispersed budget allocation can reduce campaign effectiveness and lead to wasted resources. Companies need to prioritize spending, align strategies with their desired targets, and focus efforts on activities that significantly drive consumer interaction and engagement. Wise budget planning also allows companies to remain flexible in adjusting strategies based on market response.

Measuring Return on Investment (ROI) is key to assessing the effectiveness of social media campaigns. By leveraging analytical data and digital measurement tools, companies can understand consumer behavior, interaction trends, and responses to their content. This information helps companies optimize campaigns, adjust content strategies, and improve budget effectiveness. Therefore, careful, data-driven budget management not only supports financial efficiency but also strengthens the relationship between brands and consumers through targeted engagement strategies.

## **3. Addressing the Negative Impact of Social Media Content**

Social media presents a significant opportunity for companies to engage with consumers, but it also carries risks associated with negative or irrelevant content. Content that is harmful, misleading, or controversial can spread quickly and damage a brand's reputation. This impact not only affects consumer perceptions of the brand but can also decrease their interest and trust in interacting or making purchases. Therefore, companies must recognize that social media content management requires serious attention to minimize negative impacts.

Consistent content monitoring is a crucial step in maintaining brand image. Companies need to ensure that every piece of content published aligns with brand values, is relevant to the audience, and is engaging. This strategy involves content selection, pre-publication review, and responding to consumer comments or criticism. With a systematic approach, companies can maintain credibility and create a positive experience for consumers, thereby maintaining their engagement.

Furthermore, creative and interactive marketing strategies can be a proactive way to address negative impacts. Using influencers or collaborating with influential public figures can help strengthen brand image and encourage constructive consumer interactions. Content that is educational, entertaining, or encourages active consumer participation through polls,

challenges, or gamification can increase engagement while balancing public perception. Therefore, planned and creative content management is key to maximizing the benefits of social media while minimizing risks for brands.

#### **4. Ensuring Data Transparency and Security**

Consumers in the digital age are increasingly aware and concerned about their data privacy. Companies' use of social media for brand engagement often involves collecting consumer data, whether for behavioral analysis, content personalization, or marketing strategy development. When consumers feel their data is insecure or misused, trust in a brand can significantly decrease. Therefore, companies need to prioritize data protection in all their digital marketing activities.

Transparency is a key element in building consumer trust. Companies must clearly disclose the type of data collected, the purposes for which it is used, and how it is stored and secured. Open communication about data management practices not only helps consumers feel secure but also strengthens the brand's image as a responsible and ethical entity. Without transparency, brand engagement strategies can be hampered, as consumers tend to be skeptical about interacting with and providing their personal data.

Furthermore, implementing strict data security policies is a proactive measure to protect consumers from the risk of information misuse. The use of encryption, access controls, and internal audit procedures are all part of an effective data protection mechanism. The combination of transparency and data security enables companies to build long-term relationships with consumers, increase loyalty, and reinforce positive attitudes toward the brand. Therefore, attention to data privacy and security is not only a legal obligation but also a crucial strategy for building effective brand engagement.

#### **5. Adapt to Changing Trends and Algorithms**

The world of social media is a dynamic and rapidly changing ecosystem. Platform algorithms, content trends, and consumer preferences can shift in a matter of weeks or even days. Companies that want to leverage social media effectively for brand engagement must be able to continuously monitor these changes. Failure to keep up with the latest trends and algorithms can render marketing strategies irrelevant and reduce consumer engagement.

Adaptability is key to maintaining the effectiveness of a brand engagement strategy. Companies need to adjust their content, formats, and audience engagement methods according to changes in platform algorithms and popular trends. For example, content that previously worked well on Instagram feeds may need adjustments to remain engaging on Reels or TikTok. Flexibility and quick response to these changes can increase a brand's chances of remaining visible, engaging, and relevant to consumers.

Furthermore, adapting to trends and algorithms also allows companies to explore creative innovations. Companies can try new content formats, utilize the latest interactive features, or partner with emerging influencers to expand their reach and increase engagement. This responsive strategy to change not only maintains brand exposure, but also

shapes more active and loyal consumer behavior towards the brand, thereby strengthening the long-term goal of brand engagement.

## CONCLUSION

Brand engagement strategies on social media, such as interactive content, storytelling, influencer collaboration, live streaming, and loyalty programs, have proven effective in building emotional connections between brands and consumers. These strategies can increase engagement, strengthen loyalty, and influence consumer perceptions and purchasing decisions. The resulting digital interactions demonstrate the importance of a personal and creative approach in strengthening brand image. Meanwhile, companies face challenges such as building consumer trust, managing budgets and ROI, addressing negative content, maintaining data transparency, and adapting to rapidly changing trends and algorithms. The success of brand engagement depends heavily on a company's ability to address these challenges consistently, creatively, and transparently. Therefore, brand engagement on social media is not only a promotional tool but also a strategic tool for shaping consumer behavior, increasing loyalty, and strengthening long-term relationships between brands and audiences. These findings provide theoretical contributions to digital marketing literature and provide practical guidance for companies in designing effective engagement strategies.

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