
ELECTRONIC WORD OF MOUTH (E-WOM): THE IMPACT ON THE ESTABLISHMENT OF BRAND EQUITY INDRIVE

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ABSTRACT

InDrive is one of the online transportation brands present in Indonesia since 2019, but its presence has not been able to compete with its competitors such as Gojek, Grab, and Maxim. So a solution is needed so that inDrive can compete with its competitors and can gain the trust of its users by strengthening the Brand Equity or Brand Equity of inDrive. The strategy that can be used to strengthen Brand Equity is Electronic Word Of Mouth. This study aims to determine the description of Electronic Word Of Mouth and Brand Equity, and to analyze the effect of Electronic Word Of Mouth on Brand Equity. The research method used in this research is through a quantitative approach using survey techniques. The data collection used is by distributing questionnaires to respondents with a population of undefined inDrive users and a total sample of 385 people obtained using purposive sampling technique, namely generation Z inDrive users in West Java and have read inDrive reviews on Instagram. The results of this study indicate that the Electronic Word Of Mouth and Brand Equity variables are in the high category on the continuum line and show a significant and positive influence. So it is hoped that inDrive can use Electronic Word Of Mouth as a way to strengthen their Brand Equity, in order to compete with their competitors and gain the trust of their users.

Keywords: Electronic Word Of Mouth; Brand Equity; Online Transportation; inDrive; Brand

INTRODUCTION

With the development of technology, especially in the digital era, namely the 4.0 revolution era, many human activities are facilitated by the presence of this technology. The rapid development of digital technology currently has an impact on marketing activities, one of which makes it easy for a brand or brand to market its products to consumers anywhere and anytime. However, the development of technology makes competition tighter, big brands and small brands can compete in the same market such as in the marketplace (Anggita 2021). So, it is important for a brand to have strong brand equity in this digital era. Seeing this development, many industrial sectors are taking this opportunity to develop businesses in the field of information technology. The rapid development of technology in the future causes digital transformation which needs to be addressed wisely by organizations by preparing themselves and implementing digital transformation in line with the strategies owned by the organization (Hadiono and Noor Santi 2020).

In Indonesia, one of the industries that is experiencing very rapid development due to the massive spread of the internet is the online transportation industry. The use of online transportation services is also increasing along with the easing of restrictions on activities and economic conditions that are recovering. In addition, the ease of access, adequate facilities, and the price offered are also a plus that makes people prefer to use online transportation services rather than using private vehicles (Ni'am 2022). According to research by Google, Temasek and Bain & Company entitled e-Conomy SEA 2019, the market share of online transportation services in Indonesia reached US\$ 5.7 billion in 2019 and is predicted to increase to US\$ 18 billion in 2025 and become the largest in the Southeast Asia (ASEAN) region. Based on the results of this research, it shows that competition in the online transportation industry is very promising but also very tight.

Table 1

The Most Used Online Transportation in Indonesia

No.	Online Tranportations	Percentage
1	Gojek	82,60%
2	Grab	57,30%
3	Maxim	19,60%
4	InDrive	4,90%

Source: INDEF

Currently, many online transportation services are present in Indonesia with a variety of features and services. One of the online transportation services in Indonesia is inDrive. This Russian transportation application first operated in Indonesia, precisely in Medan in 2019. Now inDrive has been present in various cities in Indonesia and has added to the competition for online transportation in Indonesia. However, inDrive is apparently far behind its competitors in Indonesia regarding the number of users. Gojek is the most popular online transportation service for Indonesians and the number of online transportation users inDrive is still very

small compared to its competitors. InDrive still cannot compete with its competitors, namely Gojek, Grab, and Maxim.

Table 2
Online Transportation Brand Award 2022

Top Brand Award 2022 (Online Transportation Services)		
Brand	TBI 2022	
Gojek	54,7%	TOP
Grab	36,7%	TOP

WOW Brand Award 2022 (Online Transportation Applications)	
Brand	Ranking
Gojek	1
Grab	2
Maxim	3

Indonesia Digital Popular Brand Award 2022 (Online Transportations)		
Brand	Score	
Gojek	72,43	IDBPA
Grab	-	

Source: Compiled from various award shows

In Indonesia there are several award events that usually give awards to brands in Indonesia that have the best brand performance and one of those measured is the online transportation service brand in Indonesia. InDrive has not been included in the Brand Award lineup even though inDrive has been present in Indonesia for a long time. This indicates that inDrive is still having problems with their Brand Equity so that it does not enter into the criteria of the Brand Award obtained from survey results to customers. Brand equity is important for companies because a well-positioned brand with strong brand equity will build customer value and profitable customer relationships (Kotler and Armstrong 2018). If a brand has entered the Top Brand Award, it means that the brand has become a superior brand in its product category. In addition, brand equity can increase consumer loyalty, increase product credibility, and strengthen brands in the market so that they can compete and will always be remembered by consumers (Putri 2022).

Research that discusses brand equity has been conducted in various industries, including the hospitality industry (Sijoria, Mukherjee, and Datta 2018) ; higher education sector (Perera, Nayak, and Nguyen 2021); airlines (Seo, Park, and Choi 2020); e-commerce (Pasha and Sari 2019); fashion (Pertiwi and Rusfian 2021); and online transportation (Rasyd, Febriyani, and Ashari 2021). With the many studies that have been conducted previously, it shows that brand equity is a popular topic and an important variable in the marketing field. Seeing these problems, it can be seen that there are several factors that cause the brand equity of inDrive online transportation to not be as strong as its competitors. These factors relate to the level of awareness and brand image of inDrive. Companies can take the opportunity by using marketing communications from consumers. According to (Saleh and Said 2019), marketing communications can contribute to brand equity by embedding brands in the minds of consumers and creating brand images and driving sales.

Social media is the best platform for word of mouth communication which is not only inter-personal communication, but can also disseminate information through online media and this can be called Electronic Word Of Mouth (E-WOM). E-WOM is similar to offline WOM which is an interactive communication process to exchange experiences and information about products or services, but it is different from offline WOM because E-WOM is carried out through internet media such as social media (Seo et al. 2020). The internet is one of the platforms used to develop business activities, almost all business fields currently use the internet as a medium to sell the products and services they offer (Anggitasari, Hurriyati, and Wibowo 2017).

Table 3
Number of Active Social Media Users in Indonesia

Years	Users
January 2023	167 Million
January 2022	191 Million
January 2021	170 Million
January 2020	160 Million
January 2019	150 Million

Source: We Are Social

The number of social media users in Indonesia that increases every year causes the spread of information between social media users to be more massive and this can increase awareness and form an image for a brand. According to (Raheni 2018), information seeking and the ease of using social media are the most important stages in making someone's decision. The information collected can be in the form of price, brand, product quality, item specifications, product shape and others and can come from posts or comments on social media. Then this information will be taken into consideration for consumers to decide to buy or use the product or brand. Consumers can reduce risk as well as uncertainty by browsing E-WOM and making purchasing decisions based on their peers' experiences and preferences (Lin et al. 2023).

Electronic word of mouth activities are included in promotional activities that can have a big impact on companies if many positive comments or reviews are obtained. Through good and positive E-WOM communication, it is hoped that it can shape the brand equity of a product well in the eyes of consumers and make consumers loyal to these products and companies (Fazrin and Safira 2022). Therefore, the better the E-WOM that is created, the stronger the brand equity of a brand. According to research conducted by (Carvalho, Brandão, and Pinto 2020) entitled "Understanding the importance of eWOM on Higher Education Institutions' brand equity" concluded that positive E-WOM positively affects brand equity, while negative E-WOM has little effect on brand equity.

This research was conducted to prove the results of previous research on brand equity which is influenced by electronic word of mouth. The focus of this research is to find out the overview and influence of E-WOM on brand equity inDrive, in contrast to previous studies that examined the effect of E-WOM on Brand Equity in the hospitality industry, airlines, and the higher education sector. Therefore, researchers are interested in conducting research on inDrive online transportation with the title "Electronic Word Of Mouth (E-Wom): The Impact on the Establishment of Brand Equity inDrive".

METHOD

The purpose of this study is to identify the effect of E-WOM on Brand Equity. To achieve this goal, a research model is used to facilitate research activities. In addition, the researchers formulated the hypothesis of this study as follows; Electronic Word Of Mouth has a positive effect on Brand Equity.

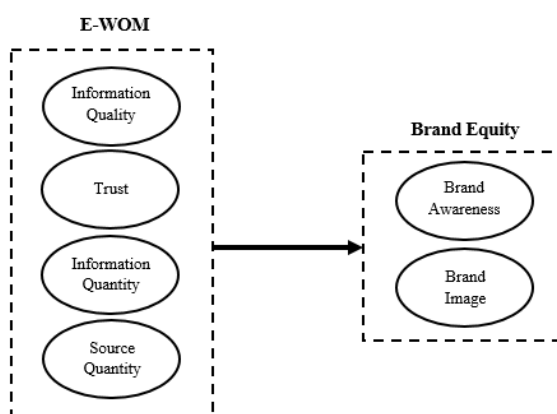


Figure 1 Research Model

The research approach used in this study is a quantitative approach. According to (Siyoto and Sodik 2015) quantitative research is research that requires the use of numbers, starting from data collection, interpretation of data, and appearance of the results. Primary data collection was carried out by distributing questionnaires to respondents with a population of undefined inDrive users and an overall sample of more than 385 respondents obtained using purposive sampling technique, namely generation Z inDrive users in West Java and have read inDrive reviews on Instagram. The questionnaire uses a 7-point Semantic Differential scale created through Google Form and distributed via social media to respondents. Meanwhile, secondary data is obtained by searching scientific sources in the form of journals, books, and articles relevant to this research. The items of the questionnaire are shown in Table 4.

**Table 4
Questionnaire items**

Variable	Item	References
Electronic Word Of Mouth (E-WOM)	Information Quality	(Sijoria, Mukherjee, and Datta 2018)
	Reviews on Instagram inDrive have complete information.	
	Reviews on Instagram inDrive have accurate information.	
	Reviews on inDrive Instagram have useful information.	

	Reviews on Instagram inDrive have relevant information.	
	Reviews on Instagram inDrive have actual information.	
	Reviews on Instagram inDrive have information that is easy to understand.	
	<u>Trust</u>	
	Reviews on inDrive Instagram have credible information.	(Sijoria, Mukherjee, and Datta 2018)
	Reviews on Instagram inDrive have consistent information.	
	<u>Information Quantity</u>	
	The quantity of reviews on inDrive Instagram is large.	(Sijoria, Mukherjee, and Datta 2018)
	<u>Source Quality</u>	
	The reviewer is a credible person.	(Sijoria, Mukherjee, and Datta 2018)
	The reviewer is an interesting person.	
	The reviewer is of good quality in providing the review.	
	<u>Brand Awareness</u>	
	I am aware of inDrive online transportation.	
	I have a high level of knowledge of the characteristics of inDrive after reading the review.	(Seo et al. 2020)
Brand Equity	I have a high level of recognition of the inDrive logo.	
	<u>Brand Image</u>	
	inDrive is a famous online transportation.	
	inDrive has good service quality.	(Seo et al. 2020)
	inDrive is a reliable online transportation.	

In addition, validity and reliability tests are carried out so that the data collected can be maintained at the level of validity and reliability. The tools used to analyze the data are normality assumption test, simple correlation analysis, R square test, and hypothesis test.

RESULT AND DISCUSSION

Descriptive Analysis

The valid sample of this study was 452 respondents. Based on the data obtained from respondents, it is known that the majority of inDrive online transportation users based on gender are women with a total of 335 (74.1%). While in the age category, the majority of respondents are 21-23 years old with 213 (47.1%). Furthermore, in the occupation category, the majority of respondents work as students with a total of 386 (85.4%). And finally in the income category, the majority of respondents earn an amount of Rp 1,000,000-Rp 3,000,000 per month with a total of 329 (72.8%) respondents.

Table 5
Characteristic of Subjects

	Variable	Frequency	Percentage (%)
Gender	Male	117	25,9%
	Female	335	74,1%
Age	11 – 14 years old	0	0%
	15 – 17 years old	5	1,1%
	18 – 20 years old	185	40,9%
	21 – 23 years old	213	47,1%
	24 – 26 years old	49	10,8%
Occupations	Student	386	85,4%
	Entrepreneurship	27	6%
	Public/Private Employee	39	8,6%
Income	< Rp 1.000.000	65	14,4%
	Rp 1.000.000 – Rp 3.000.000	329	72,8%
	Rp 3.000.000 – Rp 5.000.000	47	10,4%
	> Rp 5.000.000	11	2,4%

Source: Questionnaire Data Processing

Validity and Reliability Test

Validity testing was carried out by distributing questionnaires to 30 respondents. So with 30 respondents and a margin of error of 5% or 0.05, the r_{table} value is 0.361. The following are the results of testing the validation of research instruments for Electronic Word Of Mouth (X) and Brand Equity (Y) variables.

Table 6
Validity Test

Electronic Word Of Mouth (E-WOM)				
Indicators	Item	Result	r_{table}	Description
Information Quality	1	0,811	0,361	Valid
	2	0,836	0,361	Valid
	3	0,747	0,361	Valid
	4	0,816	0,361	Valid
	5	0,872	0,361	Valid
	6	0,619	0,361	Valid
Trust	7	0,608	0,361	Valid
	8	0,726	0,361	Valid
Information Quantity	9	0,668	0,361	Valid
Source Quality				
Source Quality	10	0,678	0,361	Valid
	11	0,567	0,361	Valid
	12	0,801	0,361	Valid
Brand Equity				
Indicators	Item	Result	r_{table}	Description
Brand Awareness	1	0,676	0,361	Valid
	2	0,430	0,361	Valid
	3	0,607	0,361	Valid
Brand Image	1	0,804	0,361	Valid
	2	0,655	0,361	Valid
	3	0,706	0,361	Valid

Source: Data Processing with SPSS 25.0 for Windows

Based on this table, it is known that after the validity test, all statements of the Electronic Word Of Mouth (X) and Brand Equity (Y) variables are valid because the validity test results are greater than r_{table} . The reliability test was carried out by distributing questionnaires to 30 respondents. Researchers conducted a reliability test using the Cronbach alpha formula as a measuring tool for the level of reliability. The research instrument is indicated to have an adequate level if Cronbach's alpha is greater than or equal to 0.700.

Table 7
Reliability Test

No.	Variable	Alpha Cronbach		Description
		Result	r_{table}	
1	Electronic Word Of Mouth (X)	0,921	0,700	Reliable
2	Brand Equity (Y)	0,730	0,700	Reliable

Source: Data Processing with SPSS 25.0 for Windows

Based on this table, it is known that after the reliability test, all statements of the Electronic Word Of Mouth (X) and Brand Equity (Y) variables are reliable because the reliability test results are greater than 0.700.

Data Analysis

1. Normality Assumption Test

The first data analysis aims to determine whether the data distribution is normal or not on the independent and dependent variables. The normality assumption test used in this study is the Kolmogorov-Smirnov normality test.

Table 8
Normality Assumption Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		389
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.10956151

Most Extreme Differences	Absolute			.058	
	Positive			.035	
		Negative			-.058
Test Statistic				.058	
Asymp. Sig. (2-tailed)				.003 ^c	
Monte Carlo Sig. (2-tailed)	Sig.			.133 ^d	
	99% Confidence Interval	Lower Bound			.124
		Upper Bound			.142

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 334431365.

Source: Questionnaire Data Processing with SPSS 25.0 for Windows

Based on the table, it is known that this research data has a significance value of 0.133 using the Monte Carlo approach. So it can be concluded that the significance value is greater than the probability value of 0.05, so that this research data can be said to be normally distributed.

2. Simple Correlation Analysis

Simple correlation analysis is used to determine how close the relationship between the independent and dependent variables studied is. The relationship between correlated variables can be recognized by a significance value smaller than 0.05. Vice versa, the relationship between variables can be said to be uncorrelated if the significance value is greater than 0.05. In this research, product moment correlation analysis was used with the help of SPSS for Windows 25.0 software.

Table 9
Correlation Output
Correlations

		EWOM	BE
EWOM	Pearson Correlation	1	.538**
	Sig. (2-tailed)		.000
	N	389	389
BE	Pearson Correlation	.538**	1
	Sig. (2-tailed)	.000	
	N	389	389

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Questionnaire Data Processing with SPSS 25.0 for Windows

Based on the table, it is known that the Pearson Correlation value between the Electronic Word Of Mouth and Brand Equity variables is 0.538 and the significance value is 0.000. Based on these results, the Electronic Word Of Mouth variable has a significant effect on the Brand Equity variable because the significance value is less than 0.05. Thus the hypothesis is accepted.

3. R Square Test

Table 10
R Square Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538 ^a	.289	.288	2.112

a. Predictors: (Constant), EWOM

Source: Questionnaire Data Processing with SPSS 25.0 for Windows

Based on this table, the R Square value obtained from data processing results is 0.289, which means that inDrive Brand Equity can be influenced by Electronic Word Of Mouth by 28.9%. Meanwhile, the other 71.1% is influenced by other factors or variables not examined in this study. As for these other factors, according to (Safitri 2021) in his research, namely brand experience, brand personality and sales promotion have a positive and significant effect on brand equity. Meanwhile, according to research (Sari and Dewi 2019) and (Nurhad 2023) state that endorser credibility,online and offline experience affect brand equity.

4. Hypothesis Test

Hypothesis testing is carried out to determine the level of significance of the correlation coefficient between the dependent and independent variables. The hypothesis test used is the T test which aims to test and determine the correlation hypothesis between the independent variable and the dependent variable individually.

Table 11
Hypothesis Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	14.813	1.628		9.100	.000
EWOM	.292	.023	.538	12.556	.000

a. Dependent Variable: BE

Source: Questionnaire Data Processing with SPSS 25.0 for Windows

Based on this table, it is known that the t value is 12.556, while from a significance level of 5% and a value of n = 450 (452 respondents - 2 variables), the calculated T table value has a value of 1.965 (12.556 > 1.965). So based on these calculations it can be concluded that H1 is accepted, which means that the Electronic Word Of Mouth variable has a positive and significant effect on Brand Equity inDrive.

Discussion

Based on the research that has been done, it shows that there is a significant and positive influence between the Electronic Word of Mouth variable on Brand Equity inDrive, which means that variable X has a moderate or strong enough relationship to variable Y. Then, based on the results of simple linear regression calculations, it can be concluded that if there is an increase in Electronic Word Of Mouth (X) by 1 or one unit, there will also be an increase in the value of the Brand Equity variable (Y) by 0.292. Vice versa, if there is a decrease in Electronic Word Of Mouth (X) by 1 or one unit, the value of Brand Equity (Y) will decrease by 0.292. The results of this study can prove the research that has been done previously by (Sijoria et al. 2018), (Seo et al. 2020), (Carvalho et al. 2020), and (Pertiwi and Rusfian 2021) which states that there is a positive effect of Electronic Word of Mouth on Brand Equity. This can happen because the better and more positive the reviews about a product or brand, the better the brand equity of the product or brand. According to (Zailskaite-Jakste and Kuvykaitė 2013) communication on social media can increase brand equity and however if the communication is negative it can decrease brand equity.

CONCLUSION

This study discusses the effect of Electronic Word Of Mouth on the formation of Brand Equity inDrive. Based on the research that has been done, it can be concluded that Electronic Word of Mouth has a significant and positive effect on inDrive Brand Equity. Thus, if Electronic Word of Mouth increases, then Brand Equity inDrive will also increase. Vice versa, if Electronic Word of Mouth decreases, then Brand Equity inDrive will also decrease. From the results of this study, it was found that review readers really consider reviews that are complete and accurate so that they can be useful for their readers. In addition, respondents apparently trust information and recommendations conveyed by their closest people such as friends and family more than information from other social media users. For further research, it is hoped that it can use more diverse variables and the latest theories such as Social Media Marketing, Brand Trust, Brand Loyalty, and others. Because Electronic Word of Mouth is not the only factor that can affect Brand Equity inDrive. In addition, future researchers can conduct research with different respondent characteristics from this study.

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