



ENHANCING BRAND LOYALTY THROUGH MARKETING BY INSTAGRAM AND BRAND PERFORMANCE OF INDOMIE

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Abstract

As one of the pioneers of instant noodles, Indomie also took the lead in promoting its products through Instagram as one of the strategies to communicate and interact with its consumers. However, Indomie's engagement rate on Instagram is below average. It shows that Indomie needs to optimally utilize its Instagram media to drive its followers to connect to prevent the achievement of the objectives of using Instagram as a brand strategy to retain and acquire consumers. This study aims to determine the influence of Instagram marketing and brand performance on Indomie brand loyalty. Data was collected by distributing questionnaires, which will be analyzed using the SEM PLS method. The research results on 81 Indomie consumers who also follow Indomie on Instagram show that Instagram marketing positively and significantly affects brand loyalty. Likewise, performance shows a positive and significant relationship with brand loyalty. The results of this analysis indicate that Indomie's strategy of using Instagram has the opportunity to reach and listen to consumers more closely. Indomie also has good brand performance in consumers' minds.

Keywords: Social Media Marketing, Instagram, Brand Performance, Brand Loyalty, Indomie

INTRODUCTION

The use of Instagram social media triggers the emergence of opportunities as a marketing communication strategy for companies to conquer and connect with consumers directly to understand consumer needs better. This opportunity is evidenced by data processed by GWI in the third quarter of 2022 and published by We Are Social, showing that 64.4% of social media users in the age range of 16 - 64 years in Indonesia are seeking information on a brand on social media. Reaching consumers through online channels can make it easier to measure their needs and behavior in real-time with the insights provided by the platform (Pradana, 2015). As reported in an article (Shemi, 2019), Axton Salim, CEO of PT Indofood CBP Sukses Makmur Tbk., admitted that using social media is one of the strategies to attract the Indomie's market. The social media that Indomie frequently uses and has more updates is Instagram. Although Indomie's followers have reached 632,632 (by January 2024), the participation of their followers in Indomie's Instagram content, such as giving likes and comments, shows a low level of interaction. Consumer interaction with a brand can build a strong relationship with the company. This interaction is called customer engagement; in social media, it can be measured by the average number of likes and comments in some recent content and the sum of followers. The result of this calculation is called the engagement rate.

Table 1. List of Instant Noodle Brands owned by PT Indofood CBP Sukses Makmur and Its Instagram Account's Data

Brand Name	Brand's Instagram Account Name	Total Followers	Total Uploaded Contents	Engagement Rate
Indomie	@indomie	632.632	1108	0,27%
Superman	@supermi_id	90.331	849	3,04%
Sarimi	@sarimi_id	41.911	465	%
Popmie	@popmieofficial	210.934	1.025	1,86%
Mi Telur Cap 3 Ayam	@mitelurcap3ayam		254	%
Sakura	-	-	-	-

Source: Processed Data by notjustanalytics.com

Table 1 shows a list of instant noodle brands produced by PT. Indofood CBP Sukses Makmur and its Instagram account. Compared to Instagram accounts for other instant noodle brands in the same company, Indomie's Instagram account has the most followers, with 632,632 followers. Still, Indomie's Instagram account has the lowest engagement rate and is below 1% in engaging its followers. With a 1% engagement rate for accounts with over 100,000 followers, it means that they have a low ability to engage their followers (Arman & Sidik, 2019)

Besides the relationship between brands and consumers in social media marketing (Tazaretha and Rodhiah, 2022), brand performance is also an evaluation that will make consumers loyal to Indomie. Brand performance in marketing is generally defined in two aspects, i.e., the company and the consumer. Brand performance is defined as the result of business activities and strategies that show a brand's financial strength or a company's profitability in the market. On the other hand, brand performance is a company strategy for creating a brand that can meet the needs and position of the brand in the eyes of consumers (Unurlu & Uca, 2020; Herdiany & Yuliaty, 2019). Brands promoted through social media should contain information and digital marketing activities that will engage the emotional side of consumers, who are their audience or followers.

PT. Indofood CBP Sukses Makmur stated in its Annual Report in 2022 that it always strives to be relevant to the current market through product innovation and involving consumers on Instagram as a marketing communications channel with activities such as conducting brand activation at various events, airing advertisements on TV, and collaborating with KOLs (key opinion leaders). Therefore, by strengthening its marketing communication strategy, Indomie and other instant noodle brands can remain relevant amidst the rapidly evolving FMCG sector. The strategy allows PT. Indofood CBP Sukses Makmur Tbk. to effectively market its products closer to its customers, thereby influencing consumer purchasing decision preferences.

The purchase decision of a product or service that continuously occurs shows a positive attitude towards customers and feels that their needs have been met by a particular brand, even though they are

faced with many other alternative brands, which is called brand loyalty (Haudi et al., 2022). Young and Aitken (2007) state that building loyalty is a more profitable strategy than acquiring new customers. Still, a marketing activity that only aims to acquire customers will entice customers who have already made a purchase and who are satisfied with the experience of using the brand will be more likely to buy products for the same line from the same company or competing companies.

According to the explanation above, obtained empirical problems for research, that is, the low level of follower engagement on Indomie's Instagram (@indomie) can hinder the achievement of its goals, which are to retain and acquire consumers so that it can reach the point of brand loyalty of using Instagram as a brand strategy. Therefore, we are interested in understanding the influence of Instagram as a marketing channel that Indomie (an instant noodle brand) uses and the influence of its brand performance through the ability to fulfill customers's need for brand loyalty. The hypothesis formulated in this study:

H0: Instagram marketing influences Indomie brand loyalty

H1: Instagram marketing does not influence indomie's brand loyalty

H0: Brand performance influences Indomie brand loyalty.

H1: Brand performance does not influence Indomie brand loyalty.

LITERATURE REVIEW

Digital Marketing

The use of digital technology in the marketing scope is more than just promotion or advertising; it is a complex activity to create awareness about brands and businesses, increase customer bases, increase sales, promote products and brands, and build brands effectively, efficiently, carefully, creatively, and intelligently so that businesses can develop optimally (Sari et al., 2021). Digital technology will help businesses take a targeted marketing approach to consumers to introduce brands and create a familiar and pleasant communication relationship according to consumer preferences (Kholis et al., 2020). Along with current technological developments, digital marketing is a growing and popular trend. Digital marketing is a marketing activity through various internet-based channels that allows companies to achieve objectives by attracting consumer interest and encouraging them to buy their marketed products (Pratama, 2022).

The Marketing Funnel

Marketing funnels are the process of getting potential customers or consumers to purchase (Nguyen, 2017). Baum (2022) divides the stages that represent potential consumers in a funnel chart:

1. Awareness

Potential customers must recognize that the product or service offered is in the market, so it needs to be introduced to get their attention.

2. Interest

At this stage, potential consumers will show opinions and preferences and hopefully be interested in the product or service offered.

3. Consideration

Potential consumers will start considering the product or service offered when they are interested. To take the interest stage to the next stage, companies need to provide an understanding to their potential customers that the products or services they offer will be able to meet the needs or desires of consumers.

4. Evaluation

Potential consumers will usually start evaluating the consideration of products or services that they are interested in and will be able to meet their needs based on personal needs such as price, quality, shape, and others, which will form a pattern of consumer behavior.

5. Decision

Consumer behavior needs to be understood to be appropriate for the target consumer because potential consumers who already have a decision on the product or service they want to use will only sometimes make a purchase. Therefore, marketing activities must focus on things that can help potential consumers make purchasing decisions.

6. Purchase

Purchasing decision barriers generally occur for two reasons: - There may be a difference between the person who has the decision and the person who will buy, or the potential consumer decides not to buy even though they want to buy the product. Hence, at this stage, the company needs to focus on ensuring the transaction process runs smoothly and quickly when potential consumers have determined that they choose the product or service offered because if it takes too long, the company will risk losing consumers (Indra, 2019).

7. Repeat

A well-established relationship with consumers will increase their chances of returning to use the products or services that have been offered. In the FMCG industry, where its products are always used or consumed, increasing repeat purchases will drive revenue growth and retain customers, indirectly reducing promotional costs (Nuraini, 2022).

8. Loyalty

Consumers in this stage tend to choose and buy products or services from certain brands and are willing to share their experiences while using them. Loyalty, in this case, refers to the willingness of customers to persist in choosing a brand even though negative rumors are circulating against it.

9. Advocacy

This stage shows the value of consumers as more than just users; they can be called fans in response to their positive experiences, and consumers will share good feedback on the brand. In this stage,

companies can share and create awareness, like in the early stages of their brand, through their consumers.

Media Equation Theory

This theory was theorized by Byron Reeves and Clifford Nass, Associate Professor of Communication at Stanford University in America, which studies the social and natural responses of individuals to a media as if it were an interaction opponent and more than just a communication tool (Griffin, 2018) (Carolina & Sudarto, 2021) conducted research on the media equation in the use of Instagram which shows the findings that a person responds to a media on Instagram like interacting with humans because Instagram is considered capable of temporarily behaving like a friend.

Social Media Marketing

The use of social media in marketing is a breakthrough for companies to communicate with their consumers and build a better understanding of consumer needs so that companies will more easily understand their target consumers, control and measure every interaction that occurs through optimizing the marketing process (Assaad & Gómez, 2011). (Hannief & Martini, 2018), Social media marketing can be used as an alternative in business strategies to build a community, participate, and continuously interact with consumers to maintain and develop the company's business because it is considered capable of influencing social media users through information shared.

Instagram Marketing

Companies could use the business Instagram feature as a place to introduce, sell, brand, and interact with their consumers (followers) through their product catalog by sharing photos or videos with engaging content (Ratri, 2020). When a user chooses to switch an account to a professional or business Instagram account, they get an "Insight" feature that provides information such as demographics, number of account visitors, follower uptime, engagement, impressions, reach, and more (Alfonzo, 2019).

Brand Performance

Brand performance explains the extent to which the product or service offered will be able to meet customer needs and can determine the brand's position in their customers' minds. A brand must be continuously managed and quality developed because they are valuable assets for the company to provide sustainable competitive advantages given the increasingly fierce business competition (Gheta, 2020).

Brand Loyalty

Brand loyalty refers to consumer preference and engagement in products of a particular brand after continued use because consumers feel compatibility between features/materials, visuals, and quality against the offered price (Ishak & Ghani, 2013). Brand loyalty starts from satisfaction with the product's perceived quality after the first purchase. At the same time, in social media, consumers can discuss (provide reviews) and share their experiences about the superior quality of the product so that consumers believe that products from that brand have their unique value that other brands do not own in the same product category (Shanahan et al., 2019).

METHOD

The research subject was taken based on the empirical problem that @indomie is the main Instagram account of Indomie in Indonesia and has the most followers. Still, it has the lowest consumer engagement rate compared to the main accounts of other instant noodle brands, which PT Indofood CBP Sukses Makmur Tbk owns. Therefore, this research is located in Indonesia. The research took the entire population as a sample, which is in the targeted population group, and will be generalized as the conclusion of this research. Therefore, this research will be analyzed using multivariate analysis. The minimum number of respondents in this study is obtained by multiplying the number of the most indicators of formative variables by ten or multiplying the number of paths that enter the endogenous variables that receive the most paths by ten (Hair et al., 2014). because most indicators amounted to 6, this study will have a minimum target number of respondents of 60 people ($6 \times 10 = 60$). During the data collection period, a total of 81 responses were received. The data of 81 respondents were analyzed using SEM PLS Structural Equation Modeling-Partial Least Square with the WarpPLS 8.0 application.

RESULTS AND DISCUSSION

Outer Model

The measurement model evaluation is carried out through a convergent validity test, discriminant validity test, and reliability test, which is interpreted as follows:

1. Convergent Validity Test

This test is conducted to see the validity of indicators to measure latent variables using loading factors and is valid if the value generated is ≥ 0.5 .

Table 2. Results of Convergent Validity Test

Variable	Indicators	Loading Factor	Result
Instagram Marketing (Berg & Staner, 2015 & Cvijikj, et al., 2013)	Conversation ($X_{1,1}$)	(0.742)	Valid
	Share ($X_{1,2}$)	(0.594)	Valid
	User Analysis ($X_{1,3}$)	(0.737)	Valid
	User Generated Content ($X_{1,4}$)	(0.679)	Valid
	Engagement Analysis ($X_{1,5}$)	(0.742)	Valid
	Benchmarking ($X_{1,6}$)	(0.649)	Valid
Brand Performance	Primary and Supplementary Ingredients ($X_{2,1}$)	(0.561)	Valid

(Gheta, 2020)	Product Quality (X _{2,2})	(0.828)	Valid
	Service Quality (X _{2,3})	(0.835)	Valid
	Style and Design (X _{2,4})	(0.848)	Valid
	Price (X _{2,5})	(0.806)	Valid
	Word of Mouth (X _{2,6})	(0.690)	Valid
Brand Loyalty (Mackay, 2001)	Loyalty to a Brand within a Certain Time (Y _{1,1})	(0.795)	Valid
	Price Sensitivity (Y _{1,2})	(0.874)	Valid
	Share of Category (Y _{1,3})	(0.504)	Valid
	Attitude of Loyal Behavior (Y _{1,4})	(0.622)	Valid
	Brand Preference (Y _{1,5})	(0.778)	Valid
	Attitude Toward a Brand (Y _{1,1})	(0.816)	Valid

Source: Processed data using WarpPLS 8.0

The analysis results show that each question asked for indicators of Instagram Marketing (X1): conversation, sharing, user analysis, and benchmarking can be clearly understood by respondents. Likewise, the analysis results for the Brand Performance variable with indicators: main and complementary ingredients and product attributes, product quality, service quality, style and design, price, and word of mouth can be understood by respondents. Indicators that reflect Brand Loyalty, namely, loyalty to a brand over a specific time, price sensitivity, the share of the category, the attitude of loyal behavior, brand preference, and attitude towards a brand, can also be understood by respondents. It shows that each question item does not confuse respondents to produce clear (unbiased) answers. Therefore, the answers to each indicator in the questionnaire in this study can be used to measure each latent variable.

2. Discriminant Validity Test

A measurement instrument in research has good discriminant validity if the questions or statements in each latent variable in the questionnaire do not confuse respondents with questions for other latent variables; the results for Instagram marketing, brand performance, and brand loyalty show that the questions between the three latent variables do not confuse respondents with the results of square root AVE respectively for Instagram marketing, brand performance, and brand loyalty are 0.693; 0.768; 0.742 and are valid because they are above ≥ 0.5 .

3. Reliability Test

The reliability test results are used to determine the reliability or trustworthiness of the question or statement items. This test is carried out through Cronbach's alpha and composite reliability, which should show results ≥ 0 . The SEM-PLS analysis shows that Cronbach's Alpha for Instagram marketing is 0.781; brand performance shows a result of 0.856; 0.829 for brand loyalty. Conversely, the composite reliability for Instagram marketing is 0.846; the result for brand performance is 0.895; brand loyalty is 0.877. Thus, the outcome of those three variables in this study meets the reliability test criteria, which must be 0.7 or above.

Inner Model

This test is conducted to measure and determine the relationship between latent variables with one another. Through this stage, the acceptance of the research hypothesis will also be known. This test is carried out by paying attention to the results of R-square, predictive relevance (Q^2), model fit, and path coefficients.

The results of the R^2 measurement in Figure 1 display the results of 0.620, which means that Instagram marketing and brand performance can explain their influence on brand loyalty by 62%. In comparison, other factors outside this research explain the other 38%. The model in this research has the results for predictive relevance or Q^2 with 0.621. Based on the Q^2 criteria, where the result must be above 0, it indicates that the Q^2 value for the effect of Instagram marketing and brand performance on brand loyalty has a substantial observation value. It is above 0.35

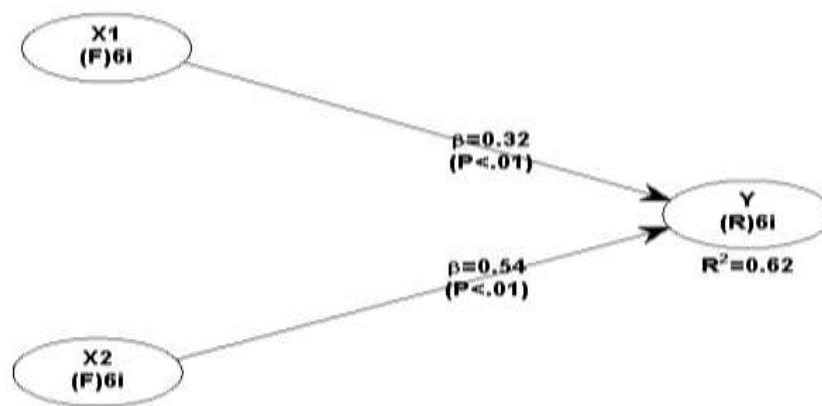


Figure 1 WarpPLS Output Model

After knowing the output of the model, it is necessary to know how well it is researched and assessed, and the following results are obtained:

Table 3 Result of Structural Model Test: Model Fit

Adjusted R ² & Average Block VIF				
	X1	X2	Y	Criteria
Adjusted R-square (R ²)			0,610	
Average Block VIF			1,709	≤5 / ideal ≤3,3
Tenenhaus Goodness of Fit				
Value :	0,579			≥0,1 kategori kecil ≥0,25 kategori sedang ≥0,36 kategori besar
Simpson's Paradox Ratio				
Value :	1			≥0,7 / ideal = 1
R squared Contribution Ratio				
Value :	1			≥0,7 / ideal = 1
Statistical Suppression Ratio				
Value :	1			≥0,7

Source: Processed data using WarpPLS 8.0

This research model has comprehensive predictive quality and does not display multicollinearity by the average block VIF. The Tenenhaus goodness of fit measurement shows that this research model

has excellent strength because the value is more significant than 0.36. Table 4.5 shows that this research model is free from Simpson's paradox ratio, R squared contribution ratio, and statistical suppression. All values from the above analysis indicate that the model under study (Instagram marketing and brand performance on brand loyalty) is a good model and is by the criteria.

Table 4 Result of Structural Model Test: Path Coefficient

Research's Object	Path Coefficient	p-value	Result
Instagram Marketing → Brand Loyalty	0,32	<0.001	Positively and significantly influenced
Brand Performance → Brand Loyalty	0,54	<0.001	Positively and significantly influenced

Source: Processed data using WarpPLS 8.0

The path coefficient measurement results from the table show that Instagram marketing positively affects brand loyalty, showing a positive significant relationship with a value of 0.323 and a significance p-value <0.001. The positive effect is also shown by brand performance on brand loyalty with a path coefficient value of 0.540 and a significance p-value of 0.001, which means a positive and significant relationship exists between both latent variables. Therefore, H0 for Instagram marketing and brand loyalty is accepted. In the same way, H0 for brand performance and brand loyalty is accepted.

The Influence of Instagram Marketing on Brand Loyalty

Hypothesis test results state that Instagram marketing has a significant positive effect on brand loyalty. According to Instagram marketing's indicators, convergent validity (Table 2) and conversation and engagement analysis have the most considerable loading factor value within 0.742. Based on research and observations, several consumers have sent messages to @indomie via comments and direct messages to submit complaints, share their experiences consuming Indomie, and look for information regarding the preferred or existing flavor variants. In contrast to respondents who more often leave comments on content uploaded by @indomie, they are likely to communicate with other Indomie consumers. It shows that Indomie indirectly has an online community created from discussions in the comment section. As a form of Indomie's appreciation to its followers who have revitalized their content and given positive responses, Indomie created content about compilations of the customer's positive comments.

In line with the conversation, engagement analysis also has a significant role in measuring the influence of Instagram marketing on brand loyalty. (Ungureanu, 2020) explained that through age segmentation, companies can also differentiate purchasing behavior and how audiences respond to a campaign or advertisement, reflected in the respondent's answers. The age ranges 18 - 24, 35 - 44, and 44 - 45 are likelier to give likes more often as a form of response or interaction with content. It differs from respondents aged 25 - 34, who are more likely to contribute in the comment section. Apart from age, gender also determines the content preferences they are interested in customers. Most of the male respondents tend to like content with eye-catching visuals. In contrast, female respondents focus more

on various things that are arranged in content outside of visualization and information, i.e., accompanying music, entertainment in content such as games, and promotional content with the same theme as the ongoing activity (example: Indomie Goreng Special contents uploaded during the Indonesia Independence Day).

The finding in the study, by the research that was done (Ebrahim, 2019), explains that the relation between brand and consumers (which also followers) in social media to increase brand loyalty is done by understanding trends, communication styles, word of mouth, positive responses and attitudes that reflect customers engagement, as well as information wrapped in exciting content.

The Influence of Brand Performance on Brand Loyalty

The hypothesis test results in Table 4 show that brand performance significantly positively affects brand loyalty. With a factor loading value of 0.848, style and design play a significant role in explaining the influence of brand performance on brand loyalty. Based on the information obtained, respondents agreed that Indomie has easily recognizable packaging colors and ornaments for each flavor variant, and the information displayed in it is also easy to understand. Since 1980, Indomie has had a consistent design by displaying a logo in the top left corner with an image showing a visualization of serving suggestions. Respondents also agreed that Indomie also has an Instagram account theme or content color that is in harmony with each promoted product. Designing well-designed content consistent with brand image and values helps create a sense of emotional connection with customers, which can increase brand loyalty (Fay, 2023). One example of Indomie's use of style and design as a brand strategy is when it released a packaging design with a picture of an empty Indomie plate during Ramadan; it created impulse buying, thus driving sales and making consumers share their experience with others because it feels like Indomie also celebrates Ramadan with them. It is in line with research conducted by (Pranata, 2017) titled "*Pengaruh Harga, Desain serta Fitur Terhadap Kepuasan Konsumen dan Loyalitas Merek Produk Smartphone Merek Samsung pada Konsumen di Wilayah Tegalboto Jember*" shows that design, price, and features (can be interpreted as a component/composition, means the same way as ingredient in this research) have a significant influence on brand loyalty, which those independent variables are included as the indicator for brand performance of this study.

CONCLUSION

This study analyzes and explains the relationship between Instagram marketing and Indomie's brand performance to consumer brand loyalty with 81 respondents and analyzed using SEM PLS. From the results of the analysis and findings, the following conclusions were obtained:

1. Indomie's Instagram marketing has a positive and significant effect on brand loyalty. So, the more interactive, engaging, informative, and communicative the use of Instagram as a marketing channel on social media Indomie, the higher the brand loyalty owned by Indomie consumers. It is one of

Indomie's greatest strengths and opportunities because it can reach a broader range of potential customers and has an impact on purchasing decisions and experiences that can encourage Indomie to build relationships with its consumers in choosing Indomie as the only instant noodle brand preference;

2. Indomie's brand performance has a positive and significant effect on brand loyalty. It means that the stronger performance of the Indomie brand in meeting needs so that it can provide more benefits or experiences for consumers will increase the brand loyalty felt by consumers. The continuity between each brand performance indicator in carrying the image of Indomie is essential to create a long-term emotional connection to form consumer brand loyalty to Indomie.

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