

THE ROLE OF CONSUMER ETHNOCENTRISM IN MEDIATING THE INFLUENCE OF E-WOM ON BRAND EQUITY (STUDY ON SHOPEE AND BUKALAPAK)

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Abstract. The rapid development of digitalization makes it easier for people to shop online through e-commerce. Indonesia ranked first with 88.1% of internet users using e-commerce. During the pandemic, e-commerce grew by 33.2% from 253 trillion to 337 trillion. Shopee is the first ranked e-commerce platform in Indonesia with the highest visits, while Bukalapak has the lowest visits. This difference is influenced by word of mouth between consumers. Electronic word of mouth influences the attitudes and decisions of internet users towards an e-commerce brand. User reviews indicate that Shopee has a negative e-WOM, while Bukalapak has a positive e-WOM. User trust in the brand and the consumer experience affect public opinion and brand equity. Further research is needed to examine the influence of ethnocentrism on brand equity and the factors that influence it, such as e-WOM. This study aims to determine the extent to which the influence of e-WOM on consumer ethnocentrism and brand equity applies to one e-commerce service, namely Shopee and Bukalapak. Research methods with quantitative research types and cross-sectional study designs Data collection is done directly with the type of primary data using questionnaires in the form of Google Forms, and the scale of measurement is the Likert scale. The population and sample in this study are Shopee and Bukalapak e-commerce users. The sampling technique uses non-probability sampling with purposive sampling. Data analysis was done by structural Equation modeling (SEM) and the SmartPLS program for data processing.

Keywords: e-wom; consumer ethnocentrism; brand equity

I. INTRODUCTION

The rapid development of digitalization today makes it easier for people to carry out activities, one of which is the ease of online shopping or the use of *e-commerce* services. Indonesia ranks first in the world with 88.1% of internet users who have used *e-commerce* to shop [1]. Internet use has increased from year to year. This is because people's need for internet use is also increasing. According to Similarweb data on Katadata Media Network, Shopee is the first platform in Indonesia as of August 2022 with 190.7 million visits and the bottom rank is Bukalapak with 24.1 million visits where Shopee is a foreign-owned e-commerce platform [2][3] from Singapore which was founded in 2015 and Bukalapak is e-commerce Indonesian origin established in 2010. With the rapid development of technology and interaction on social media, the dissemination of information through Word of Mouth is *faster to convey with* Electronic Word of Mouth (e-WOM), which is a response formed by consumers related to good or bad a product electronically or through the internet such as reviews and ratings from users that can be received information quickly and on time [4]. Businesses utilize social media for a range of marketing activities, including

advertising, connecting with customers through customer engagement management, and facilitating internal interactions among staff [5]. The same holds true for consumers or the general public. The necessity of meeting demands has resulted in a positive response and a substantial societal impact in the adoption of e-commerce platforms for buying and selling transactions, as well as for fulfilling essential livelihood needs [6]

The rapid spread of *e-WOM and the rapid global technology that encourages a tendency towards an e-commerce from a particular country, can be called consumer ethnocentrism or consumer ethnocentrism*, or beliefs about the appropriateness or not of the use of foreign products by tending to believe that domestic products are superior or make it a comparison as well as the trend to use Shopee and Bukalapak. Consumer reviews on Quora for Shopee and Bukalapak, [7] *e-commerce* users in Indonesia give more positive ratings to Shopee than to Bukalapak. The experience of consumers will influence the public through the assessment they provide on *digital* platforms and will affect *brand equity* or willingness to use certain *e-commerce* to shop *online*. This is said to be one of the influences of *e-WOM*. *E-WOM* is information that consumers share about their

products and services with their social circles, and has a major impact on customers' purchasing decisions. However, when viewed based on the rating on the Google Play Store, Bukalapak actually gets a higher *rating* compared to Shopee.

This shows that Bukalapak has a positive e-WOM, while Shopee has a negative e-WOM. This implies that positive e-WOM for domestic products has an influence on consumer ethnocentrism *and is very helpful in building consumer ethnocentrism for Bukalapak*. And it can be said that the tendency of users to choose Shopee or Bukalapak is motivated by several other reasons, one of which is the development of *xenocentrism and ethnocentrism attitudes in society that are embedded in a person*. This belief is not necessarily growing in Indonesian society seeing two differences in the value given on two [6],[7]. [8],[9] *different platforms* between reviews spread on the internet and ratings on the Google Play Store, where both *platforms* can influence *brand equity* and public opinion for both *e-commerce*, namely Shopee and Bukalapak.

To understand people's views on ethnocentrism, *one of the indicators can be observed through the many e-commerce both domestic and international that have never been studied in terms of ethnocentrism in Indonesia*. Social media is one of the various important means in marketing to grow individual relationships with customers and can benefit both parties, namely marketers on social media and for companies said in the results of their research that customer ethnocentrism also has a relationship with e-WOM and [10] *brand equity* and has an influence although not directly.

[11] The results of his research show that *consumer ethnocentrism* has a mediating role in the relationship between e-WOM and *brand equity*. The results of the research coefficient can be seen that *consumer ethnocentrism* involved as mediation will be more effective and affect the increase in *brand equity*. Based on the results of research conducted by found that [7] *E-Wom* both positive and negative have an influence on *brand equity* consistently, another interesting thing based on research conducted by that customer [7] *ethnocentrism* has a positive influence on *brand equity*.

Therefore, this study wants to see whether *e-commerce* users in Indonesia have a tendency to certain cultures or not. Because so far there is still little research that looks at what is behind *customer* behavior in using and providing an assessment of a product or service, which may be motivated by a certain culture, such as *ethnocentrism or commonly called consumer ethnocentrism*. Thus, this study will examine the extent to which the influence of e-WOM can be behind *consumer ethnocentrism and brand equity on an e-commerce service, namely Shopee and Bukalapak*.

Electronic Word of Mouth (e-WOM)

According [12] to e-WOM, what is widely adopted is any negative or positive statement made by customers or prospective customers related to a product or brand that exists for many people and organizations through the internet.

a) *Positive Electronic Word of Mouth (Positive e-WOM)*

According to [13] e-WOM occurs when testimonials and support expected by a company are provided by customers. *Positive e-WOM* itself can be built because of satisfaction with the products or services that the company receives..

b) *Negative Electronic Word of Mouth (Negative e-WOM)*

While *negative e-WOM* is a bad assessment given by consumers through electronic media based on their experience using a product or service. According to the mention that consumers tend to trust more negative ratings available on the internet than positive ones so they have no further interest in knowing product information on [14] *review sites* due to the negative ratings uploaded.

Consumer Ethnocentrism

According to consumer ethnocentrism [15] *originally refers to a person's beliefs or attitudes towards the suitability and morality of purchasing foreign products, where consumers who are high in ethnocentrism generally prefer domestic product choices over foreign products and appropriate brands*. Meanwhile, it also offers a more recent conceptualization of consumer ethnocentrism [16], *concluding that consumer ethnocentrism is [16] a personal tendency and actually represents attitudes toward domestic and foreign products and services*.

Brand Equity

According [17]–[19] *to brand equity* refers to the value attached to a well-known brand name. As an intangible brand asset, *brand equity* is associated with perceived *brand quality awareness, brand loyalty, brand-name awareness, brand beliefs, and beneficial brand symbolism and associations that provide competitive advantage and future earnings*

II. RESEARCH METHODS

This research uses quantitative methods. In business research, quantitative methods are used to measure customer behavior, knowledge, opinions or attitudes. It is a method in research that is tried to get accurate measurements of behavior, cognition, opinions, or attitudes [20]. The purpose of the quantitative research method is causal or causal associative research carried out with quantitative methods. By using this method researchers will obtain results from the relationship between variables. Sampling in this study referred to the PLS SEM sampling, namely 10 times the number of indicators so that the number of samples in this study was 340 samples, to ensure the use of PLS SEM. Respondents in this study were e-commerce users of Shopee and Bukalapak in Bandung and DKI Jakarta. After collecting the data, the researcher conducted data analysis using the Partial Least Square method using SmartPLS software version 3.2.9.

III. RESULTS AND DISCUSSION

Convergent Validity

According to [21], research is considered valid when there is compatibility between the data that has been collected and the actual data on the object of research. *Outer Model Analysis* provides specifications between latent variables and manifest variables, or in other words how each indicator

relates to latent variables. *Outer Model* for reflective indicators is done by looking *Convergent Validity*, where the value of factor loading on latent variables with indicators > 0.7. After that determine *Composite Reliability*, where is the value of composite reliability > 0.7 has high reliability, followed by *Average Variance Extracted (AVE)*. Expected AVE value > 0.5 and see the value *Alpha Cronbach* > 0.7 for all constructs

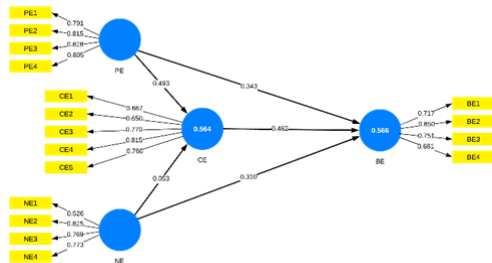


Figure 1. Output Loading Factor (Shopee)

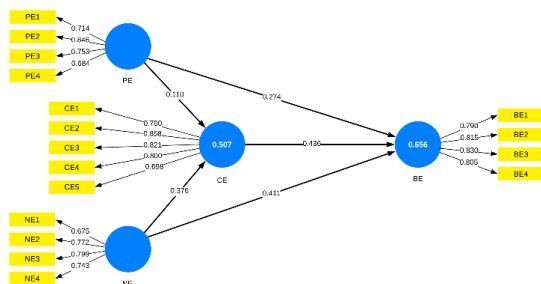


Figure 2. Output Loading Factor (Bukalapak)

Figure 1 and Figure 2 show that loading factor variable let PE, NE, CE, then BE have loading factor below 0.6 until it meets *Outer Model* >0.6. Then rate convergent validity value can be seen *Average Variance Extracted (AVE)*, in this study the AVE value of each construct was above 0.5 so there were no problems convergent validity on the model tested, as shown in Table 1.

Table 1 Convergent Validity Analysis (Shopee & Bukalapak)

Construct	AVE	
	Shopee	Bukalapak
Positive e-WOM (PE)	0.656	0.565
Negative e-WOM (NE)	0.527	0.561
Consumer Ethnocentrism (CE)	0.564	0.507
Brand Equity (BE)	0.566	0.656

Source: Primary Analysis Data, processed 2023

Because there is no problem with convergent validity, the next step is to test discriminant validity, by comparing the Cr2 AVE value with the correlation value between constructs *Discriminant Validity*

Table 2 Discriminant Validity (Shopee)

	BE	CE	NE	PE
Brand Equity	0.810			
Consumer Ethnocentrism	0.681	0.726		
Negative e-WOM	0.635	0.503	0.751	
Positive e-WOM	0.544	0.147	0.192	0.752

Source: Primary Analysis Data, processed 2023

Table 3 Discriminant Validity (Bukalapak)

	BE	CE	NE	PE
Brand Equity	0.810			
Consumer Ethnocentrism	0.652	0.712		
Negative e-WOM	0.643	0.400	0.749	
Positive e-WOM	0.444	0.190	0.212	0.752

Source: Primary Analysis Data, processed 2023

Table 1 which looks at the AVE square root value from the table above shows that the Shopee AVE square root value (0.810; 0.726; 0.751; 0.752) is greater than the correlation of each construct. Another way that can be used to differentiate test validity is to look at it from the table *cross loading*. In addition to the test indicators *discriminant validity* This needs to be done by comparing the values in the table *cross loading*. An indicator is declared valid if it has a value *loading factor* highest in the intended construct compared to value *loading factor* on other constructs. It can be seen in Figure 1 and Figure 2, that the value *cross loading* each indicator of the construct is greater than the value *cross loading* (0.5), so it can be concluded that there is no problem *Discriminant Validity*.

Composite Reliability

According to [22], reliability refers to the level of consistency across instruments. The internal consistency reliability of all the constructs in this study was confirmed by value *Cronbach Alpha* and value *Composite Reliability* more than 0.70.

Table 4 Composite Reliability (Shopee & Bukalapak)

Construct	CR	CA	CR	CA
	Shopee		Bukalapak	
Positive e-WOM	0.838	0.743	0.838	0.742
Negative e-WOM	0.837	0.740	0.836	0.735
Consumer Ethnocentrism	0.845	0.764	0.804	0.803
Brand Equity	0.884	0.825	0.884	0.827

Source: Primary Analysis Data, processed 2023

Testing *inner model* structurally in SEM PLS is done by testing *R-Squared (R2)* aims to measure the magnitude of the influence of the independent latent variable on the latent dependent variable, value *R-Squared (R2)* in this study was 0.670, this shows that the model is categorized as good because it is greater than 0.670. The significance test in the PLS SEM model aims to determine the effect of exogenous variables on endogenous variables. For testing with SEM PLS is done by process *bootstrapping* so that the relationship between exogenous and endogenous variables can be obtained as a moderation in this study.

Hypothesis Test and Moderation Test

Based on the results of data analysis, these results can be used to answer the research hypothesis. To see the results of hypothesis testing in this study, it can be done by looking at the results of *statistic T* and *P-Values*. Hypothesis can be accepted when *P-Values* < 0.050.

Table 5a Hypothesis and Moderation Test (Shopee)

Hypothesis Test			
Variable	Original Sample (O)	T-Statistic (O/STDEV)	P-Values
CE > BE	0.462	11.974	0.000
NE > BE	0.343	9.563	0.000
NE > CE	0.493	10.972	0.000
PE > BE	0.310	8.438	0.000
PE > CE	0.053	0.871	0.384
Moderation Test			
PE > CE > BE	0.024	0.872	0.384
NE > CE > BE	0.228	8.120	0.000

Source: Primary Analysis Data, processed 2023

Results output Table 6a T-Statistic for Hypothesis 1, Effect Consumer Ethnocentrism (CE) on variables Brand Equity (BE) of 11.974 > 1.97, with a probability significance value < 0.000 and a original sample of 0.462 which indicates that the relationship between CE and BE is positive, therefore H1 is accepted which means there is a significant relationship between Consumer Ethnocentrism with Brand Equity. Hypothesis 2, Influence Negative e-WOM (NE) on variables Brand Equity (BE) of 9.563 > 1.97, with a significance value of probability < 0.000 and a original sample of 0.343 which indicates that the relationship between NE and BE is positive, therefore H2 is accepted which means there is a significant relationship between Negative e-WOM with Brand Equity. Hypothesis 3, Influence Negative e-WOM (NE) on variables Consumer Ethnocentrism (CE) of 10.972 > 1.97, with a significance value of probability < 0.000 and a original sample of 0.493 which indicates that the relationship between NE and CE is positive, therefore H3 is accepted which means there is a significant relationship between Negative e-WOM with Consumer Ethnocentrism. Hypothesis 4, Influence Positive e-WOM (PE) per variable Brand Equity (BE) of 8.438 > 1.97, with a probability significance value < 0.000 and a original sample of 0.310 which indicates that the relationship between PE and BE is positive, therefore H4 is accepted which means there is a significant relationship between Positive e-WOM with Brand Equity. Hypothesis 5, Influence Positive e-WOM (PE) per variable Consumer Ethnocentrism (CE) of 0.871 < 1.97, with a probability significance value of > 0.384 and a original sample of 0.053 which indicates that the relationship between PE and CE is negative, therefore H5 is not accepted which means that there is no significant relationship between Positive e-WOM with Consumer Ethnocentrism.

The interaction of the independent variables on the dependent variable through the moderating variable, namely Consumer Ethnocentrism. on variables Negative e-WOM own P-Value of 0.000 < the significance value of 0.05 which means the interaction between the Negative e-WOM to Brand Equity significant and this also explains that Consumer Ethnocentrism as a moderating variable Consumer Ethnocentrism moderating variable Negative e-WOM. While variables Positive e-WOM own P-Value of 0.384 > the significance value of 0.05 which means the interaction between the Positive e-WOM and Brand Equity relationship

between variables Positive e-WOM to Brand Equity not significant and this explains that Consumer Ethnocentrism as an intervening variable does not moderate the PE variable. So based on the previously formulated hypothesis (H5) is rejected, which means variable Consumer Ethnocentrism does not moderate the independent variables as a whole i.e. Positive e-WOM to variables Brand Equity.

Table 5b Hypothesis and Moderation Test (Bukalapak)

Hypothesis Test			
Variable	Original Sample (O)	T-Statistic (O/STDEV)	P-Values
CE > BE	0.436	9.339	0.000
NE > BE	0.411	8.678	0.000
NE > CE	0.376	5.742	0.000
PE > BE	0.274	6.272	0.000
PE > CE	0.110	1.475	0.142
Moderation Test			
PE > CE > BE	0.048	1.501	0.135
NE > CE > BE	0.164	4.782	0.000

Source: Primary Analysis Data, processed 2023

Results output Table 6a T-Statistic for Hypothesis 1, Effect Consumer Ethnocentrism (CE) on variables Brand Equity (BE) of 9.339 > 1.97, with a probability significance value < 0.000 and a original sample of 0.436 which indicates that the relationship between CE and BE is positive, therefore H1 is accepted which means there is a significant relationship between Consumer Ethnocentrism with Brand Equity. Hypothesis 2, Influence Negative e-WOM (NE) on variables Brand Equity (BE) of 8.678 > 1.97, with a probability significance value < 0.000 and a original sample of 0.411 which indicates that the relationship between NE and BE is positive, therefore H2 is accepted which means there is a significant relationship between Negative e-WOM with Brand Equity. Hypothesis 3, Influence Negative e-WOM (NE) on variables Consumer Ethnocentrism (CE) of 5.742 > 1.97, with a probability significance value < 0.000 and a original sample of 0.376 which indicates that the relationship between NE and CE is positive, therefore H3 is accepted which means there is a significant relationship between Negative e-WOM with Consumer Ethnocentrism. Hypothesis 4, Influence Positive e-WOM (PE) per variable Brand Equity (BE) of 6.272 > 1.97, with a probability significance value < 0.000 and a original sample of 0.274 which indicates that the relationship between PE and BE is positive, therefore H4 is accepted which means there is a significant relationship between Positive e-WOM with Brand Equity. Hypothesis 5, Influence Positive e-WOM (PE) per variable Consumer Ethnocentrism (CE) of 1.475 < 1.97, with a probability significance value of > 0.142 and a original sample of 0.110 which indicates that the relationship between PE and CE is negative, therefore H5 is not accepted which means that there is no significant relationship between Positive e-WOM with Consumer Ethnocentrism.

The interaction of the independent variables on the dependent variable through the moderating variable, namely Consumer Ethnocentrism. on variables Negative e-WOM have a P-Value of 0.000 < the significance value of 0.05

which means the interaction between the *Negative e-WOM* to *Brand Equity* significant and this also explains that *Consumer Ethnocentrism* as a moderating variable *Consumer Ethnocentrism* moderating variable *Negative e-WOM*. Apart from that variable *Positive e-WOM* own *P-Value* of $0.135 > \text{sig value. ie } 0.05$ which means the interaction between *Positive e-WOM* and *Brand Equity* the relationship between *Positive e-WOM* variables on *Brand Equity* not significant and this explains that *Consumer Ethnocentrism* as an intervening variable does not moderate the PE variable. So based on the previously formulated hypothesis (H5) is rejected, which means variable *Consumer Ethnocentrism* does not moderate the independent variables as a whole i.e. *Positive e-WOM* to variables *Brand Equity*.

The Positive Effect of e-WOM on Brand Equity

From the comparison of measurements made by researchers on two study objects, namely Shopee and Bukalapak related to the *Positive e-WOM* variable on *Consumer Ethnocentrism*. The results show that Shopee has a *P-Value* of 0.000 or less than 0.005. Likewise, in Bukalapak the *P-Value* is 0.000 or less than 0.005. Which means that it shows that from the two studies the object of study of the *Positive e-WOM* variability has significance for the *Consumer Ethnocentrism variability and means that there is also an influence of the varibel on Consumer Ethnocentrism*.

Positive Effect of e-WOM on Consumer Ethnocentrism

From the comparison of measurements made by researchers on two study objects, namely Shopee and Bukalapak related to the *Positive e-WOM* variable on *Consumer Ethnocentrism*. The results show that Shopee's *P-Value* is 0.000 or less than 0.05. Likewise, in Bukalapak nlai *P-Value* which is 0.000 or less than 0.05. Which means that it shows that from the two studies the object of study of the *Positive e-WOM* variability has significance for the *Consumer Ethnocentrism variability and means that there is also an influence of the varibel on Consumer Ethnocentrism*.

The Negative Effect of e-WOM on Brand Equity

From the comparison of measurements made by researchers on two study objects, namely Shopee and Bukalapak related to the *Negative e-WOM* variable on *Consumer Ethnocentrism*. The results show that Shopee's *P-Value* is 0.000 or less than 0.05. Likewise, in Bukalapak nlai *P-Value* which is 0.000 or less than 0.05. Which means that it shows that from the two studies the object of study of the *Negative e-WOM* variability has significance for the *Consumer Ethnocentrism variability and means that there is also an influence of the variability on Consumer Ethnocentrism*.

Negative Effect of e-WOM on Consumer Ethnocentrism

From the comparison of measurements made by researchers on two study objects, namely Shopee and Bukalapak related to the *Negative e-WOM* variable on *Consumer Ethnocentrism*. The results show that Shopee's *P-Value* is 0.000 or less than 0.05. Likewise, in Bukalapak nlai *P-Value* which is 0.000 or less than 0.05. Which means that it shows that from the two studies, the object of study of the

Negative e-WOM variability has significance for the *Consumer Ethnocentrism variability and means that there is also an influence of the variability on Consumer Ethnocentrism*.

The Effect of Consumer Ethnocentrism on Brand Equity

From the comparison of measurements made by researchers on two study objects, namely Shopee and Bukalapak related to the variable *Consumer Ethnocentrism* on *Brand Equity*. The results show that Shopee's *P-Value* is 0.000 or less than 0.05. Likewise, in Bukalapak nlai *P-Value* which is 0.000 or less than 0.05. Which means that it shows that from the two studies, the object of study of the *Consumer Ethnocentrism* variability has significance for the *Brand Equity variability and means that there is also an influence of the variability on Brand Equity*.

The Influence of Consumer Ethnocentrism in Mediating Positive and Negative e-WOM on Brand Equity

From the comparison of measurements made by researchers on two study objects, namely Shopee and Bukalapak related to the variable *Consumer Ethnocentrism* mediates the *Positive e-WOM* variable against *Brand Equity*. The results show that Shopee has a *P-Value* of 0.384 or greater than 0.05. Likewise, in Bukalapak nlai *P-Value* which is 0.135 or greater than 0.05. Which means that if the two studies mediate the *Consumer Ethnocentrism* variable mediation for *Positive e-WOM on Brand Equity* there is no significance for the *Brand Equity* variability and it also means that there is no influence of these variables on *Brand Equity*.

However, the comparison of measurements carried out by researchers on two study objects, namely Shopee and Bukalapak related to the *Consumer Ethnocentrism* variable, mediates the *Negative e-WOM* variable against *Brand Equity*. The results show that Shopee's *P-Value* is 0.000 or less than 0.05. Likewise, in Bukalapak nlai *P-Value* which is 0.000 or less than 0.05. Which means that it shows that from the two studies the object of study mediated the *Consumer Ethnocentrism* variable for *Negative e-WOM* on *Brand Equity* there is significance for the *Brand Equity* variable and means that there is also an influence of these variables on *Brand Equity*.

IV. CONCLUSIONS

The results of the study show that *e-WOM* (positive and negative) has a significant effect on *Brand Equity* and *Consumer Ethnocentrism* at Shopee and Bukalapak. *Consumer Ethnocentrism* also has a significant impact on *Brand Equity* on both platforms. However, in the relationship between *Positive e-WOM* and *Brand Equity*, *Consumer Ethnocentrism* does not act as a significant mediator, but acts as a significant mediator in the relationship between *Negative e-WOM* and *Brand Equity*. This conclusion provides important insights for brand managers and marketers in understanding the influence of *e-WOM* and *consumer ethnocentrism* in the context of e-commerce. The use of e-commerce platforms can be influenced by *e-WOM* and the tendency of consumers to favor local products. Brand managers need to pay attention to this impact to build strong brand equity and gain customer trust and loyalty. Suggestions

for further research are to involve more e-commerce platforms and consider other factors such as customer reviews, customer satisfaction, and customer loyalty to deepen understanding of *Brand Equity*. Studies on ethnocentrism and consumer behavior in a cultural context can also provide additional insights in dealing with the business environment that continues to evolve in the digital era.

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