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The Influence of Social Media Brand-Related Communication on Brand Equity and Consumer Response Towards Online Bootcamp Brands in Indonesia

Gregorius Adhisakti^{1*}, Triana Rahajeng Hadiprawoto²

¹Universitas Indonesia, email: greadhi0209@gmail.com

²Universitas Indonesia, email: [triana.rh@ui.ac.id](mailto: triana.rh@ui.ac.id)

Corresponding Author: greadhi0209@gmail.com¹

Abstract: Education technology industry in Indonesia is experiencing rapid growth, marked by increased adoption and projected revenues, leading to the emergence of companies offering bootcamp services and using social media as a primary promotional tool. This study aims to examine the impact of social media brand-related communication, specifically Firm-Created Content (FCC) and User-Generated Content (UGC), on Brand Equity and consumer response in the online bootcamp market in Indonesia. Using a quantitative approach and online survey method, data were collected from 203 respondents and analyzed using Structural Equation Modeling (SEM). The study reveals that both FCC and UGC are effective tools for building brand equity and enhancing consumer response. Therefore, online bootcamps should focus on developing and implementing effective FCC and UGC strategies to achieve success in this competitive market

Keyword: Social Media Brand-Related Communication, Brand Equity, Consumer Response, Online Bootcamp

INTRODUCTION

The rapid integration of technology into education has fostered the emergence of Educational Technology (Edutech), a burgeoning industry transforming learning experiences (Scherer et al., 2019). This phenomenon has yielded numerous innovations, enabling flexible and convenient learning for both students and educators. One specific and rapidly growing segment within Edutech is online bootcamps. These short-term, focused training programs address the critical digital talent gap plaguing Indonesia. According to the Ministry of Communication and Information Technology (Biro Humas Kementerian Kominfo, 2022), Indonesia faces a yearly shortage of 400,000 to 500,000 digital talents. This deficit is further exacerbated by the limited number of higher education institutions offering Information and Communication Technology (ICT) programs (Biro Humas Kementerian Kominfo, 2022).

Online bootcamps have emerged as a solution to bridge this digital talent gap. Compared to traditional education, online bootcamps offer several advantages, including flexible learning schedules catering to working professionals, more affordable costs, and a laser focus on

practical skills directly applicable to the workforce. Fueled by the rising demand for digital talent, advancements in technology facilitating online learning (García-Morales et al., 2021), and a growing openness towards non-formal education (Melania et al., 2024), the online bootcamp industry in Indonesia has witnessed explosive growth. As of April 2022, Tech in Asia reports that 52 companies offer online bootcamps, with notable players like RevoU, Hacktiv8, MySkill, Purwadhika, and Dibimbing.id leading the charge.

This surge in online bootcamp providers has intensified competition within the market. To differentiate themselves, companies must prioritize not only service quality but also strategies to enhance their brand equity. Brand equity refers to the additional value a brand possesses beyond its functional benefits. A strong brand can command higher customer loyalty and profitability, setting a company apart from its competitors (Agaba & Kalu, 2019).

Social media platforms have become a crucial touchpoint for online bootcamps to connect with their target audience, primarily the younger generation who exhibit a high degree of comfort navigating the digital landscape (Al-Kumaim et al., 2021). By strategically leveraging Social Media Brand-Related Communication (SMBRC), online bootcamps can cultivate brand reputation and foster engagement with prospective students. SMBRC comprises two key elements: Firm-Created Content (FCC) and User-Generated Content (UGC). FCC encompasses promotional materials such as videos, blog articles, and infographics that showcase the bootcamp's advantages, user testimonials, and educational content relevant to the technology industry. UGC, on the other hand, refers to content created by users, including reviews, testimonials, and photos from training programs. Positive UGC can significantly enhance a brand's credibility and establish authenticity.

Previous studies have demonstrated the positive influence of social media marketing on brand equity across various industries. For instance, (Warbung et al., 2023) found that SMM positively impacts brand awareness, association, quality, and loyalty in Indonesia's beauty clinic industry. Similarly, (Raji et al., 2020) showed that FCC significantly influences brand awareness in the automotive industry. However, these studies often overlook the potential impact of UGC.

A significant research gap exists regarding the impact of SMBRC, encompassing both FCC and UGC, on brand equity specifically within the context of the online bootcamp industry in Indonesia. This study aims to investigate how FCC and UGC influence the dimensions of brand equity in the online bootcamp industry. By analyzing the impact of these social media components, this research seeks to provide valuable insights into effective social media marketing strategies for building brand equity in this emerging sector. The findings can inform online bootcamp providers on how to leverage social media to establish a strong brand presence and attract potential students in a competitive market.

METHOD

Population and Sample

The study targets individuals aged 18 years and above, identified as a potentially receptive demographic for online bootcamp services due to their inclination towards skill enhancement and additional education. Respondents are specifically those who follow social media accounts of online bootcamp brands in Indonesia, ensuring direct engagement with the brand. This is crucial as the study aims to examine the relationship between social media communication and brand equity, influenced by the level of direct interaction with the brand.

The determination of the sample size adheres to the methodology outlined by (Malhotra, 2020), which recommends calculating the optimal sample size by multiplying the number of questionnaire items by five. Accordingly, given the questionnaire comprises 33 items, the minimum required sample size is computed as $33 \times 5 = 165$ respondents.

Data collection

The researcher employs purposive sampling technique, adjusting criteria according to the research objectives. The survey will be conducted in the form of an online questionnaire using Google Forms. The questionnaire will be disseminated via private messages through communication media such as WhatsApp and Direct Messages on social media platforms. Initially prepared in English, the online questionnaire will then be translated into Indonesian. Upon completion, respondents are requested to share the survey link with acquaintances, family members, or colleagues who qualify as respondents for this study.

The questionnaire for this study is designed with a structured sequence, starting with a brief introduction to online bootcamps and a screening stage to ensure respondent eligibility. Following the screening, the questionnaire proceeds to evaluate variables using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Additionally, it includes examples of FCC and UGC images found on social media to provide respondents with clearer insights into these concepts. Lastly, demographic information including gender, age, education level, and occupation is collected to ensure the relevance and reliability of the data gathered in achieving the study's objectives.

Measurement

(Hair Jr et al., 2021) offer practical guidance on selecting between PLS-SEM and CB-SEM in this research, highlighting five decision criteria: research objectives, measurement model specification, structural model, data characteristics and algorithms, and model evaluation. Given the study's aim to forecast consumer responses and elucidate relationships between exogenous and endogenous constructs, and considering that data characteristics do not support CB-SEM due to unsupported assumptions of normal distribution from prior studies (Wei et al., 2023), the study adopts the PLS-SEM approach. SmartPLS 4.0 is employed for conducting data analyses.

The outer model assessment in SEM evaluates the validity and reliability of latent constructs through indicators such as factor loadings (Hair Jr et al., 2021), ensuring these indicators reflect the intended constructs effectively, ideally exceeding 0.7 to indicate strong relationships. Additionally, Cronbach's alpha and Composite Reliability (CR) assess internal consistency, with thresholds of 0.7 indicating reliability, and Average Variance Extracted (AVE) measures construct variances, aiming for at least 0.5. Discriminant validity, evaluated using the Heterotrait-Monotrait Ratio (HTMT), confirms distinctions between constructs, typically aiming for values below 0.9.

The inner model analysis (Malhotra, 2020) conceptualizes relationships between latent variables and tests the validity of the structural model. Path coefficients, ranging from -1 to +1, depict the strength and direction of these relationships. R-Square values, ranging from 0 to 1, gauge how accurately the model predicts outcomes, with higher values indicating better predictive accuracy (Hair Jr et al., 2021). The study employs bootstrapping and one-tail testing at a significance level of 0.05 to bolster data analysis, ensuring the model fits well with collected data and effectively explains the relationships among variables within its specific research context.

RESULTS AND DISCUSSION

The research successfully gathered data from 203 respondents through the distribution of questionnaires. Table 1 provides a detailed overview of the respondents' profile.

Table 1. Respondents Profile (n= 203)

Gender	Age	Total	%
Man	18 - 25	28	14%

Woman	26- 30	58	29%
	31-35	10	5%
	> 35	7	3%
	Total	103	51%
	18 - 25	43	21%
	26- 30	40	20%
	31-35	14	7%
	> 35	3	1%
	Total	100	49%
	Last Education	Total	%
	Magister	15	7%
	Bachelor	143	70%
	Highschool (SMA/SMK)	45	22%
	Monthly Income (IDR)	Total	%
	<Rp5.000.000	49	24%
	Rp5000.000 - Rp10.000.000	92	45%
	Rp10.000.000 - Rp15.000.000	44	22%
	Rp15.000.000 - Rp20.000.000	8	4%
	>Rp20.000.000	10	5%
	Social Media Daily Usage	Total	%
	<30 minutes	3	1%
	30 minutes 1 hour	30	15%
	1 hour - 2 hour	61	30%
	>2 hour	109	54%
	Most frequently used Social Media Platform	Total	%
	Instagram	203	27%
	Facebook	96	13%
	Twitter	90	12%
	TikTok	150	20%
	YouTube	128	17%
	LinkedIn	97	13%

The research collected data from 203 respondents, with a balanced gender distribution of 51% men and 49% women. The top three age groups for men were 26-30 years (29%), 18-25 years (14%), and 31-35 years (5%), and for women, they were 18-25 years (21%), 26-30 years (20%), and 31-35 years (7%). In terms of education, the majority of respondents held a bachelor's degree (70%), followed by high school (22%), and master's degree (7%). Regarding monthly income, 45% earned between IDR 5,000,000 and IDR 10,000,000, 24% earned less than IDR 5,000,000, and 22% earned between IDR 10,000,000 and IDR 15,000,000. For social media usage, 54% spent more than two hours daily, 30% spent one to two hours, and 15% spent 30 minutes to one hour. The most frequently used social media platforms were Instagram and TikTok

Assessment of Structural Model

The data presented in Table 2 provides an assessment of the validity and reliability of the variables during the main testing phase. Notably, Cronbach's Alpha coefficients exceeding 0.6, Composite Reliability (CR) values surpassing 0.6, and Average Variance Extracted (AVE) values exceeding 0.5, with the exception of the Brand Association variable, indicate robust reliability. This underscores the methodological rigor and consistency in the analysis conducted in this study. Following a detailed examination, two items were identified as having the lowest factor loadings within the BAS variable. As a result, these indicators were subsequently removed to uphold the established criteria.

Table 2. Summary of Validity and Reliability

Variable	Label	Factor Loading	Cronbach's alpha	Composite reliability (rho_a)	AVE
FCC	FCC1	0.81	0.818	0.819	0.647
	FCC2	0.796			
	FCC3	0.837			
	FCC4	0.773			
UGC	UGC1	0.851	0.854	0.856	0.695
	UGC2	0.826			
	UGC3	0.829			
	UGC4	0.829			
Brand Awareness	BA1	0.657	0.733	0.779	0.559
	BA2	0.863			
	BA3	0.653			
	BA4	0.794			
Brand Perceived Quality	BP1	0.8	0.832	0.837	0.665
	BP2	0.767			
	BP3	0.831			
	BP4	0.86			
Brand Trust	BT1	0.795	0.817	0.823	0.645
	BT2	0.835			
	BT3	0.784			
	BT4	0.796			
Brand Association	BAS1	0.869	0.71	0.728	0.872
	BAS2	0.786			
Brand Image	BI1	0.788	0.727	0.741	0.548
	BI2	0.737			
	BI3	0.664			
	BI4	0.764			
Consumer Response	CR1	0.725	0.783	0.801	0.541
	CR2	0.577			
	CR3	0.841			
	CR4	0.732			
	CR5	0.776			

Additionally, based on the PLS algorithm results, all HTMT values for the constructs in this study are below 0.90. This confirms that the discriminant validity requirements have been met, ensuring that the constructs in the research are distinct from one another.

Table 3. HTMT

	BA	BAS	BI	BP	BT	CR	FCC	UGC
BA								
BAS	0.812							
BI	0.76	0.646						
BP	0.588	0.493	0.833					

BT	0.613	0.459	0.897	0.809			
CR	0.445	0.641	0.723	0.763	0.584		
FCC	0.751	0.707	0.737	0.736	0.646	0.725	
UGC	0.38	0.548	0.599	0.666	0.476	0.702	0.74

The measurement model in this study meets recommended thresholds for reliability indicators, composite reliability, and convergent validity. This confirms the reliability of the instruments employed in consistently measuring the studied variables, thereby ensuring the credibility and precision of the research findings.

Assessment of Structural Model

This study undertakes a rigorous evaluation of its structural model through key statistical assessments. Multicollinearity among independent variables is examined using variance inflation factors (VIF), revealing values ranging from 1 to 2.86 across all constructs, indicating no significant multicollinearity issues. Additionally, regression models analyzed in terms of R-squared values demonstrate substantial explanatory power, with all models exceeding the critical threshold of 0.26 as recommended by (Hair Jr et al., 2021). These high R-squared values signify robust relationships between predictor and predicted variables, underscoring the models' ability to effectively explain variance and predict outcomes with confidence.

Table 4. Lateral Collinearity

	BA	BAS	BI	BP	BT	CR
BA						2.296
BAS						2.21
BI						2.644
BP						2.637
BT						2.603
CR						
FCC	1.624	1.624	1.624	1.624	1.624	2.86
PR						1.323
UGC	1.624	1.624	1.624	1.624	1.624	1.994

Furthermore, the effect size (F-square) analysis highlights the significant impact of brand-related communication (FCC) on brand equity dimensions such as awareness, perceived usefulness, and brand association. FCC exhibits strong effects, with F-square values exceeding 0.35 for key variables, emphasizing its pivotal role in shaping consumer perceptions and behaviors. In contrast UGC shows minimal influence on brand equity indicators, with F-square values below 0.02, indicating limited impact despite its authenticity and direct consumer interaction benefits. Lastly, the Standardized Root Mean Square Residual (SRMR) assessments confirm adequate model fit, with the saturated model showing an SRMR of 0.078 and the estimated model at 0.104, both suggesting acceptable fit despite slight deviations from ideal thresholds. These findings collectively validate the reliability and validity of the structural model used, offering robust insights into brand communication strategies and their impact on consumer perceptions in digital marketing contexts.

Hypothesis Testing

This study employed Smart PLS 4 along with bootstrapping using 5000 iterations, following the methodological advice of (Hair Jr et al., 2021), to enhance the reliability and robustness of the analysis. Smart PLS 4 was selected due to its appropriateness for non-normal

data and its proficiency in handling latent variables effectively. Bootstrapping was utilized to estimate the statistical distribution of model parameters and to rigorously test the research hypotheses. Hypotheses were deemed significant if they met the criteria of $t \geq 1.645$ and $p\text{-value} > 0.005$. Figure 2 summarizes the result of the main effect Test.

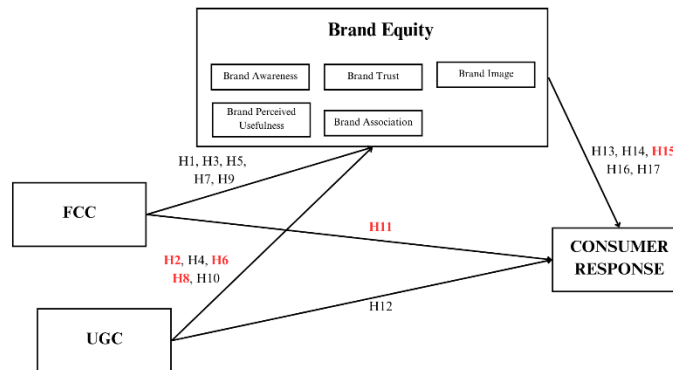


Figure 1. Result of the main effect Test

Table 5 serves as a summary of hypothesis testing in this study, presenting key statistical analyses crucial for testing each research hypothesis. The information provided in this table offers a clear overview of the significance and relationships among the variables examined within the analytical framework.

Table 5. Structural Model Analysis Results

	Hypothesis	Patch Coefficient (β)	T statistic	P values	Remarks
H1	FCC -> BA	0.656	9.842	0	Supported
H2	UGC -> BA	-0.099	1.176	0.12	Not supported
H3	FCC -> BP	0.435	6.019	0	Supported
H4	UGC -> BP	0.292	4.148	0	Supported
H5	FCC -> BAS	0.441	4.636	0	Supported
H6	UGC -> BAS	0.164	1.563	0.059	Not supported
H7	FCC -> BT	0.45	5.02	0	Supported
H8	UGC -> BT	0.13	1.421	0.078	Not supported
H9	FCC -> BI	0.441	5.148	0	Supported
H10	UGC -> BI	0.215	2.648	0.004	Supported
H11	FCC -> CR	0.177	1.465	0.072	Not supported
H12	UGC -> CR	0.185	1.896	0.029	Supported
H13	BA -> CR	-0.167	1.908	0.028	Supported
H14	BP -> CR	0.304	2.209	0.014	Supported
H15	BT -> CR	-0.017	0.229	0.41	Not supported
H16	BAS -> CR	0.208	2.461	0.007	Supported
H17	BI -> CR	0.173	1.793	0.037	Supported

Among the 17 hypotheses concerning direct effects among variables in this study, 12 hypotheses were validated through statistical analysis while 5 hypotheses were rejected. This finding underscores the significant relationships observed among the variables under investigation. Conversely, several hypotheses did not achieve the expected statistical significance.

DISCUSSION

SMBRC effect on Brand Equity and Consumer Response

Findings affirm that FCC significantly enhances brand visibility, with a strong positive correlation between FCC and Brand Awareness ($T = 9.842$, $p = 0.00$). This aligns with research by Indrawati (2020) and Poulis et al. (2019), emphasizing FCC's role in boosting brand awareness in a competitive e-learning landscape. Conversely, UGC shows no significant relationship with Brand Awareness ($T = 1.176$, $p = 0.12$), possibly due to consumer skepticism towards user-generated content for complex information.

For Brand Perceived Quality, FCC shows a significant positive link ($T = 6.019$, $p = 0.00$), supported by studies from Wei et al. (2023) and Lacka et al. (2022). FCC provides accurate, compelling information about bootcamp programs, enhancing consumer perceptions of quality. UGC also positively influences Brand Perceived Quality ($T = 4.148$, $p = 0.00$) by offering diverse consumer perspectives, as indicated by Wei et al. (2023) and Bao & Chau (2017).

Regarding Brand Association, FCC demonstrates a positive relationship ($T = 4.636$, $p = 0.00$), with high-quality, consistent messaging stimulating consumer engagement and association formation (Mu et al., 2022; Wei et al., 2023). However, UGC shows no significant relationship with Brand Association ($T = 1.563$, $p = 0.059$), likely due to challenges such as poor-quality control and the negative impact of some user-generated content on brand identity.

In terms of Brand Trust, FCC shows a significant positive correlation ($T = 5.02$, $p = 0.00$), enhancing consumer trust through clear and accurate information (Wei et al., 2022). UGC, on the other hand, does not significantly influence Brand Trust ($T = 1.421$, $p = 0.078$), with authenticity concerns affecting trust in the competitive online bootcamp sector (Hussein & Yuniarinto, 2022; Wei et al., 2023).

Both FCC and UGC positively impact Brand Image, with FCC showing a stronger association ($T = 5.148$, $p = 0.00$) by effectively communicating brand values and differentiators (Tunçel & Yılmaz, 2020; Wei et al., 2023). UGC also positively influences Brand Image ($T = 2.648$, $p = 0.004$), enhancing it through authentic consumer experiences and social proof (Tunçel & Yılmaz, 2020; Wei et al., 2023).

However, FCC does not show a significant positive relationship with Consumer Response ($T = 1.465$, $p = 0.072$), potentially due to a lack of differentiation and competitive advantage (Putra et al., 2021; Wei et al., 2023). Conversely, UGC positively influences Consumer Response ($T = 1.896$, $p = 0.029$), impacting purchase intentions and brand preferences through trusted consumer recommendations (Demba et al., 2019; Wei et al., 2023).

In conclusion, FCC excels in enhancing brand awareness, perceived quality, trust, and brand image through controlled and consistent messaging, while UGC provides authentic consumer perspectives that positively influence brand image and consumer response. Integrating both strategies can maximize brand equity and consumer engagement, leveraging the strengths of FCC and UGC to achieve comprehensive brand goals in the competitive online bootcamp industry.

Brand Equity effect on Consumer Response

The academic study explores the dynamics of brand equity within Indonesia's online bootcamp industry, analyzing its impact on consumer response. The findings reveal significant relationships between brand equity and consumer behavior.

Brand awareness emerges as a critical factor influencing consumer response ($T = 1.908$, $p = 0.028$), underscoring its role in enhancing brand visibility and credibility (Aaker, 1991; Kotler & Keller, 2012). Effective brand awareness not only aids in decision-making processes but also builds trust among potential participants, potentially increasing enrollment rates.

Brand perceived quality also significantly affects consumer response ($T = 2.209$, $p = 0.014$), aligning with prior research highlighting its role in satisfaction, loyalty, and

engagement (Maharani & Hidayat, 2023; Wei et al., 2023). High perceived quality enhances consumer trust and motivates deeper engagement with online bootcamp offerings.

However, the study finds that brand trust does not directly influence consumer response ($T = 0.229$, $p = 0.41$), suggesting complexities in how trust impacts decision-making compared to other brand dimensions (Aprilia & Andarini, 2023). Factors such as program quality, instructor reputation, and learning outcomes may weigh more heavily than trust alone.

Brand association positively correlates with consumer response ($T = 2.461$, $p = 0.007$), emphasizing its role in shaping favorable perceptions and preferences toward online bootcamps (Chavadi et al., 2023; Krisnawan & Jatra, 2021). Strong, positive brand associations contribute significantly to consumer decision-making processes.

Lastly, brand image significantly influences consumer response ($T = 1.793$, $p = 0.037$), enhancing consumer perceptions and fostering emotional connections that drive favorable responses and preferences (Jukić, 2023; Lin & Chuang, 2018; Mao et al., 2020). A positive brand image reinforces brand attractiveness and reliability in the eyes of consumers.

These findings underscore the strategic importance of building robust brand awareness, maintaining high perceived quality, cultivating positive brand associations, and enhancing brand image in the competitive online bootcamp market. Such efforts are pivotal for influencing consumer behaviors and preferences in a digital-first environment.

CONCLUSION

Indonesia's edutech industry is rapidly growing, driven by increased technology adoption and improving revenue projections. This growth has led to the rise of companies offering online bootcamp services, leveraging social media for promotion. This study investigates the impact of brand-related social media content on brand equity and how brand equity affects consumer response in Indonesia's online bootcamp sector. The research focuses on the effects of FCC and UGC on brand equity and consumer response.

The findings reveal that FCC positively correlates with all dimensions of brand equity, including Brand Awareness, Brand Image, Brand Perceived Quality, Brand Trust, and Brand Association, indicating a stronger influence than UGC. UGC, while positively correlated with Brand Perceived Quality, Brand Association, and Brand Image, does not significantly impact Brand Awareness and Brand Trust. This suggests that FCC is more effective in enhancing brand equity due to its ability to control messaging and produce high-quality content. UGC's variability in quality and credibility may limit its positive effects on brand equity. Therefore, brands should strategically use both FCC and UGC to improve overall brand perception and achieve long-term success.

The study also finds a positive correlation between SMBRC and consumer response in the online bootcamp context. UGC has a more significant impact on consumer response than FCC, indicating that social media strategies focusing on UGC can better enhance consumer engagement. Online bootcamps should encourage UGC creation and participation to strengthen consumer relationships and boost Brand Awareness. Effective reputation management, prompt review responses, and leveraging social media to build a loyal community are essential. By implementing these strategies, online bootcamps can strengthen brand equity, increase consumer response and engagement, and support long-term growth and success.

This academic study also examines the interplay of brand equity dimensions within Indonesia's online bootcamp sector and their profound impact on consumer response. The findings highlight the pivotal role of brand awareness in enhancing visibility and credibility, potentially influencing enrollment decisions. Brand perceived quality emerges as a significant driver of consumer satisfaction and engagement, whereas the nuanced relationship of brand trust suggests intricate decision-making processes. Positive brand associations and images are crucial for shaping favorable consumer perceptions and emotional connections, critical in

steering preferences within the competitive digital landscape. These insights underscore the strategic imperative for online bootcamps to meticulously manage brand awareness, uphold perceived quality, and foster strong brand associations and images to effectively influence consumer behaviors and preferences.

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