

The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers

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ABSTRACT

The purpose of this study is to analyze the effect of customization purchase intention of Smartphones, entertainment, interaction, social media marketing, trendiness, and Word-of-Mouth on purchase intention of Smartphones. The study uses a quantitative method by distributing online questionnaires to 217 consumers in Banten Indonesia and the method of distributing questionnaires is a snowball sampling system. Data processing and testing of hypotheses and models in this study are based on Structural Equation Modeling (SEM). The research has benefits in increasing knowledge and information for companies about the importance of brand awareness through increasing influencing factors such as social media marketing and word of mouth. Based on the results of SmartPLS analysis, Interaction, Word-of-Mouth, Social media marketing, Entertainment and Trendiness have insignificant effects on purchase intentions of Smartphones while Customization has significant effects on purchase intentions of Smartphones during.

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1. Introduction

Today's business development is quite rapid, especially in the field of information technology. Many entrepreneurs sell products and services through social media or the internet. Businesspeople who promote their products on social media or the internet are challenged to create a clear difference or characteristic so that consumers can differentiate from their competitors. Therefore, businesspeople must prepare strategies to please and build consumer enthusiasm into an experience in consuming products and services to impress their clients. This becomes even more real when we associate it with smartphones using increasingly sophisticated technology, so there is a convenience for consumers to communicate. This two-way virtual communication makes it easier for other individuals only through the help of short messages, telephones, and the most rapidly developing currently is using the internet network. Currently people's demand for smartphones is increasing, which is an opportunity for manufacturers to compete to create products by increasing new innovations and it will attract consumers in choosing the product. According to Kotler and Keller (2007), smart companies will try to fully understand the customer's decision-making process, all their experiences in learning, choosing, using, and even adopting products. Among alternative processes and decision making, there is a consumer buying interest. According to Kotler, Bowen and Makens (1999) buying interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices

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about the product to be purchased on the basis of brand and interest. A product is said to have been consumed by consumers if the product has been decided by consumers to buy. If the perceived benefits are greater than the sacrifice to get it, then the urge to buy it is higher. On the other hand, if the benefits are smaller than the sacrifices, usually the buyer will refuse to buy and generally switch to evaluate other similar products. Social media is a network of technologies used to create news via internet users and communicate and disseminate information, while marketing on social media is a type of model internet marketing to achieve marketing goals by participating with the scope of social media networks. Social media marketing has a positive and significant effect on buying interest. One of the other factors that influence buying interest is brand awareness. By creating Brand Awareness, marketers hope that whenever a category need arises, the brand will be re-emerged from memory which is then used as a consideration of various alternatives in decision making.

According to Aaker (2007), brand awareness is the ability of a buyer to recognize or recall that a brand is part of a particular product category. Brand awareness is the ability to buy or to identify (know or remember) a brand that is detailed enough to make a purchase. Brand awareness is the first step for every consumer towards any new product or brand offered through advertising. Today, Samsung Electronics' mobile phones are the company's main product, driving the global brand value. The high number of smartphone requests in Indonesia is followed by the number of products and brands that are increasingly circulating in Indonesia in meeting market demand. So, the company must be able to create an innovation in the face of increasingly fierce business competition. Now, many human activities or jobs depend on smartphones such as online shops, online transportation. Smartphone users in Indonesia are growing rapidly and in 2019 the number of active smartphone users in Indonesia is more than 100 million people. With such a large number, Indonesia will become the country with the fourth largest active smartphone users in the world after China, India, and America. According to Astuti and Asih (2021), Social media in the business world can be used as one of the simplest but popular marketing tools, besides that social media can help companies in the process of making products or also providing product-related information. According to Sihombing and Pramono (2021) Through social media, companies can also build and maintain consumer trust so that consumers do not forget the product. Social media is informational content, created by people utilizing publishing technology, highly accessible and intended to facilitate communication, influence and interaction with others and with the general public. Marketing through social media is the use of online community social media, social networks, blog marketing and others to persuade consumers to use products/services that have been offered by a company. According to Vizano et al. (2021) Marketing through social media in practice is closely related to the concept of social media itself, where through social media is expected to make it easier for companies to build interactions with consumers without any distance restrictions.

The purpose of this study is to analyze the effect of customization purchase intention of Smartphones, entertainment on purchase intention, interaction on purchase intention, social media marketing on purchase intention, trendiness on purchase intention and Word-of-Mouth on purchase intention of Smartphones. This research has benefits in increasing knowledge and information for companies about the importance of brand awareness through increasing influencing factors, in this case social media marketing and word of mouth. Based on previous research and theoretical studies, the hypothesis is developed as follows.

- H₁:** Customization (*CUST*) has a significant effect on purchase intention (*PI*).
H₂: Entertainment (*ENT*) has a significant effect on purchase intention (*PI*).
H₃: Interaction (*INT*) has a significant effect on purchase intention of (*PI*).
H₄: Social media marketing (*SCM*) has a significant effect on purchase intention (*PI*).
H₅: Trendiness (*TREN*) has a significant effect on purchase intention (*PI*).
H₆: Word-of-Mouth (*WOM*) has a significant effect on purchase intention (*PI*).

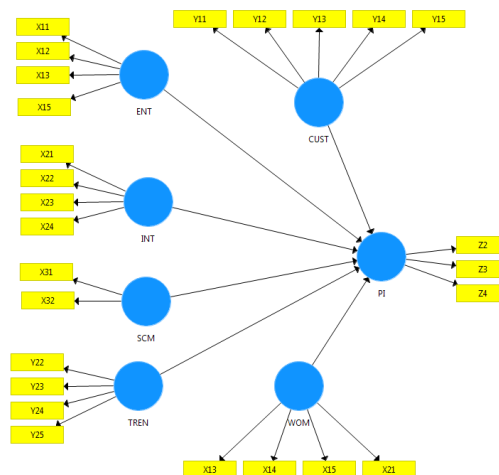


Fig. 1. Research Model

2. Method

This study uses a quantitative method by distributing online questionnaires to 217 smartphone consumers in Banten Indonesia, the method of distributing questionnaires with a snowball sampling system. Data processing and testing of hypotheses and models in this study using Structural Equation Modeling (SEM) and the software used in the SEM analysis in this study, namely SmartPLS 3.0. Validity Test According to Ghazali and Latan (2015), measuring validity can be done by correlation between question scores and total contrast scores or variables. In this study, an instrument is said to be valid when it has a significant value of 0.05, then the research instrument is said to be invalid. The validity test was processed using the SmartPLS 3.0 software program. Reliability Test Reliability is an index that shows the extent to which a measurement result is relatively consistent if the measurement is repeated two or more times. Measurement of reliability is based on a numerical index called a coefficient. In research, data quality testing is often done as a reliability test for internal consistency reliability. According to Sekaran (2006), reliability testing can be calculated using Cronbach alpha, which is a one-time measurement technique, if the Cronbach alpha r -alpha value > 0.60 then the measuring instrument is considered reliable. Testing hypotheses and models in this study using Structural Equation Modeling (SEM) and the software used in the SEM analysis in this study, namely SmartPLS 3.0. SEM-PLS is a causal modeling approach that aims to maximize the variance of the latent criterion variable that can be explained by the predictor variable. PLS can simultaneously analyze constructs formed with reflective and formative indicators. The reflective indicator model assumes the embodiment or reflection of its construct. While formative indicators have the characteristic that changes in indicators will cause changes in constructs. The indicators in this case become the cause or constructor. also mentioned that SEM-PLS can work efficiently with small sample sizes and complex models. Determining whether a model is fit in this study uses several measures, namely R-Squared (ARS) and Variance Inflation Factor (VIF). Hypothesis testing is carried out using simulation, in this case the bootstrap method is carried out on the sample. Testing with bootstrap is also intended to minimize the problem of abnormal research data, a test is said to be significant if it has a t-statistical value above 1.960 and a p-value below 0.05.

3. Results

3.1 Measurement Model

The analysis of the measurement model (outer model) is first carried out by testing the validity of the indicators to ensure that the indicators of a construct have a high correlation. This test is assessed based on the value of the loading factor and Average Variance Extracted (AVE). The convergent validity measure is considered good if the AVE value is above 0.50 and each indicator has the loading factor value is above 0.70, but Chin suggests that in research with the development of a loading factor value scale between 0.50 to 0.60 it is considered quite valid (Ghozali & Latan, 2015).

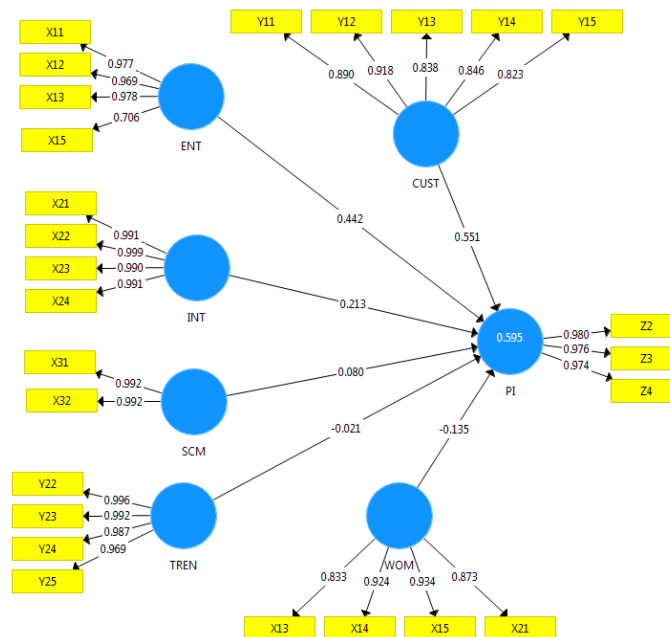


Fig. 2. Validity and Reliability Model

The analysis of the outer model is then carried out with discriminant validity test parameters. Evaluation of discriminant validity is obtained from the value of the cross loading factor (Ghozali & Latan, 2015) and the model is considered to have a

good discriminant validity measurement if the square root value of AVE is greater than the correlation value between latent variables with the Fornell-Larcker criteria. The data in Table 1 shows that the value obtained from the instrument test is valid. The data processing output explains that the AVE value is in the range of 0.700 to 0.900. Likewise, the value of the outer loading on each indicator is above 0.60 which indicates that each indicator has been declared valid to measure its construct. The next analysis was carried out with the construct reliability test parameters. In PLS-SEM, the construct reliability test is carried out by measuring composite reliability. A variable is declared reliable if it meets the composite reliability value greater than 0.7 (Ghozali & Latan, 2015). The construct reliability test obtained composite reliability results with a value of 0.900 as described in Fig. 2 and Table 1.

Table 1
Validity and Reliability

	CA	CR	AVE	Remark
CUST	0.926	0.936	0.746	Valid & Reliable
ENT	0.931	0.953	0.837	Valid & Reliable
INT	0.995	0.996	0.985	Valid & Reliable
PI	0.976	0.984	0.954	Valid & Reliable
SCM	0.984	0.992	0.984	Valid & Reliable
TREN	0.994	0.993	0.972	Valid & Reliable
WOM	0.919	0.939	0.795	Valid & Reliable

3.2 Structural Model

Evaluation of the structural model is carried out by measuring the R-square value (R²). The R-square value is used to measure the predictive power of the structural model with strong, moderate, and weak criteria through a score of 0.75, 0.50, and 0.25 (Hair et al., 2011). Table 2 shows the R-square value of the employee performance construct, which is 0.566, it is stated that the model is included in moderate qualifications, and it can be said that the social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth constructs are able to influence the purchase intention construct by 56.6%, while the other 43.4% are influenced by other variables outside the study. While the value on Q-square (Q²) is used to measure the predictive capability of the research model. The research model with a Qsquare score above 0 (zero) indicates that the model has good predictive relevance, however, Q-square with a value below 0 (zero) explains that the model does not have enough predictive relevance (Ghozali & Latan, 2015). The Q-square value of 0.394 is above zero, so it can be concluded that the research model already has predictive relevance, meaning that the model used in this study is relevant or can predict the relationship between research variables.

Table 2
R Square

	R Square	R Square Adjusted
PI	0.595	0.566

3.3 Hypothesis Testing

Next, hypothesis testing is carried out to determine whether the proposed hypothesis can be supported or not supported through the measurement results of the structural model. Based on the results of hypothesis testing it is known the significance of the effect of the independent variable on the dependent variable through the standardized path coefficient and values. The standardized path coefficient value with a positive number indicates there is a unidirectional relationship from the independent variable to the dependent variable, so that the increase in the independent variable will also be followed by an increase in the value of the dependent variable and the conclusion of the hypothesis is supported.

Table 3
Hypothesis Result

	Original Sample	T Statistics	P Values	Remark
CUST → PI	0.551	5.640	0.000	Supported
ENT → PI	0.442	0.833	0.405	Not Supported
INT → PI	0.213	0.422	0.673	Not Supported
SCM → PI	0.08	0.439	0.661	Not Supported
TREN → PI	-0.021	0.222	0.824	Not Supported
WOM → PI	-0.135	0.155	0.877	Not Supported

3.3.1 The effect of Customization on purchase.

Based on the results of SmartPLS analysis, T value of 5.640 > 1.96 or P value of 0.000 < 0.050 means that Hypothesis 1 is accepted and Customization has significant effect on purchase intentions of Smartphones, it can be concluded that increasing Customization will significantly increase purchases intention. These results are in line with research conducted by Sihombing and Pramono (2021), Situmorang et al. (2021) and Vizano et al. (2021) which states that customization has significant effect

on purchase intention and contracts with research conducted by Puriwat and Tripopsakul (2021), Rai (2021), Situmorang et al. (2021) and Vizano et al. (2021) which states that it has no significant effect on purchase intention.

3.3.2 Entertainment has a significant effect on purchase intention

Based on the results of SmartPLS analysis, T value of $0.833 < 1.96$ or P value of $0.405 > 0.050$ means that Hypothesis 2 is rejected and Entertainment has no significant effect on purchase intentions of Smartphones during the Covid19 Pandemic, it can be concluded that increasing Entertainment will not significantly increase purchase intention. The result is in line with research conducted by According to Astuti and Asih (2021), Budiman (2021), Johan (2021) and Latip et al. (2021) which state that Entertainment has no significant effect on purchase intention and is also in line with research conducted by Rai (2021), Soelasih and Sumani. (2021), Sihombing and Pramono (2021), Situmorang et al. (2021) and Vizano et al. (2021) which states that it has no significant effect on purchase intention.

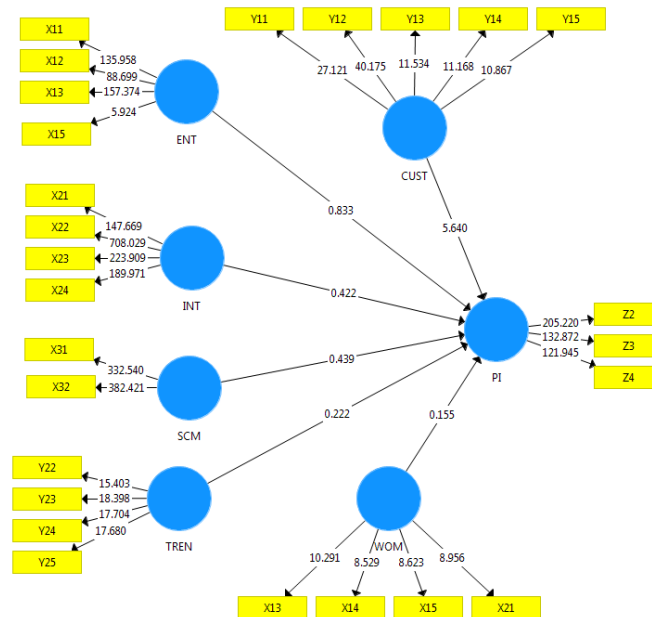


Fig. 3. Hypothesis Model

3.3.3 The effect of Interaction (INT) on purchase intention of (PI)

Based on the results of SmartPLS analysis, T value of $0.422 < 1.96$ or P value of $0.673 > 0.050$ means that Hypothesis 3 is rejected and Interaction (INT) has no significant effect on purchase intentions of Smartphones and it can be concluded that increasing Interaction (INT) will not significantly increase purchase intention. The result is in line with research conducted by According to Astuti and Asih (2021), Budiman (2021), Johan (2021) and Latip et al. (2021) which state that Entertainment has no significant effect on purchase intention and is also in line with research conducted by Rai (2021), Soelasih and Sumani. (2021), Sihombing and Pramono (2021), Situmorang et al. (2021) and Vizano et al. (2021) which states that it has no significant effect on purchase intention.

3.3.4 The effect of social media marketing on purchase intention

Based on the results of SmartPLS analysis, a T value of $0.439 < 1.96$ or P value of $0.661 > 0.050$ means that Hypothesis 4 is rejected and Social media marketing has no a significant effect on purchase intentions of Smartphones and it can be concluded that by increasing Social media marketing, there is no increase in purchase intention. This result is in line with the research conducted by Situmorang et al. (2021) and Vizano et al. (2021) which states that social media marketing has not have any significant effect on purchase intention and is in line with research conducted by Nguyen et al. (2021), Nguyen and Truong (2021), Pradana and Vishnu, A. (2021), Puriwat (2021), Rai (2021), Soelasih and Sumani. (2021), Sihombing and Pramono (2021), Situmorang et al. (2021) and Vizano et al. (2021) which states that it has no significant effect on purchase intention.

3.3.5 *The effect of trendiness on purchase intention*

Based on the results of SmartPLS analysis, T value of $0.222 < 1.96$ or P value of $0.824 > 0.050$ means that Hypothesis 5 is rejected and Trendiness has no significant effect on purchase intentions of Smartphones and it can be concluded that by increasing Trendiness there is no increase in purchase intention. The result is in line with research conducted by Puriwat (2021), Rai (2021), Soelasih and Sumani. (2021), Sihombing and Pramono (2021), Situmorang et al. (2021) and Vizano et al. (2021) which state that trendiness has no significant effect on purchase intention and is also in line with research conducted by Astuti and Asih (2021), Budiman (2021) and Johan (2021) who believe it has no significant effect on purchase intention.

3.3.6 *The effect of Word-of-Mouth on purchase intention*

Based on the results of SmartPLS analysis, T value of $0.155 < 1.96$ or P value of $0.877 > 0.050$ means that Hypothesis 6 is rejected and Word-of-Mouth has no significant effect on purchase intention of Smartphones and it can be concluded that by increasing Word-of-Mouth there is no significantly increase on purchase intention. This result is in line with research conducted by Laparojkit et al. (2021), Miqdad et al. (2021) and Murhadi et al. (2021) which states that word-of-mouth has not a significant effect on purchase intention and is in line with research conducted by Sihombing and Pramono (2021), Situmorang et al. (2021) and Vizano et al. (2021) which state that it has a significant effect on purchase intention.

4. Discussion and conclusion

The results of this study have indicated that E-WOM has not have any positive and significant effect on purchasing decisions. Nevertheless, Smartphones are expected to improve marketing strategies to be able to create electronic word of mouth, for example by providing the best service to consumers. According to Sihombing and Pramono (2021), Situmorang et al. (2021), Vizano et al. (2021) by providing good service consumers will feel comfortable and become more loyal. To provide the best service to consumers, companies must treat consumers well and politely so that consumers feel satisfied and give positive feedback on social media about the products they buy and recommend them to others. When consumers write positive reviews on social media about the products they buy, they indirectly promote a product. According to Nguyen and Truong (2021), Pradana and Vishnu (2021), Puriwat (2021), Rai (2021), Soelasih and Sumani (2021), another way to increase positive E-WOM is by asking consumers to review products and then reward those who provide testimonials, for example by giving discounts on the next purchase. In addition, to increase positive EWOM, it can also be done by providing a communication forum between companies and consumers to listen to complaints and complaints from consumers about products to provide solutions and answer all questions from consumers about products and provide information about products by giving stimulus to consumers. Some of these methods are strategies to increase positive EWOM which is then expected to increase sales. Brand image also has a positive and significant effect on purchasing decisions. Thus, Smartphones are expected to maintain a well-established brand image and implement strategies to improve the brand image. For example, by creating a good company logo with a logo design that is unique, attractive and easy to remember. In addition, we can also use marketing tools. According to Laparojkit et al. (2021), Miqdad et al. (2021), Murhadi et al. (2021), Nur (2021), Nguyen et al. (2021) Marketing tools in this case can be done by using social media as a means of promoting business so that products are more easily recognized by consumers and can also increase brand awareness. The results of this study also found that social media had no effect on purchasing decisions. For this reason, Smartphones are expected to make something interesting on social media. For example, by making creative, unique, and interesting advertisements so that they can improve purchasing decisions.

According to Astuti and Asih (2021), Budiman (2021), Johan (2021), Latip et al. (2021), the more detailed the information about the product, the more known the product will be. One of the factors that consumers buy on social media is photos. By presenting a quality product catalog consumers will be attracted, therefore, firms are expected to provide photos and videos about products as attractive as possible so that they can divert consumers' attention to photos and videos uploaded on social media. In addition, to increase sales with social media, it can also be done by sharing information about product promotions and discounts to attract consumers to buy products. For further researchers, this research shows that social media has no significant effect on purchasing decisions. Consumer buying behavior is often initiated and influenced by many external stimuli themselves, both in the form of marketing stimuli and stimuli from the environment. One of the consumer stimuli in choosing a product and then buying is in the form of design, color, and one of them is in the form of marketing in social media. Social media marketing is very influential on consumer buying interest. Social media such as Facebook, Twitter, Instagram and advertisements on YouTube will attract consumers in a certain way product purchase. Social media is a network of technologies used to create news through users' internet and communicate and disseminate information, while marketing on social media is a type of internet marketing model to achieve marketing goals by participating within the scope of the social network. Brand Awareness also affects buying interest. Consumers will be more sensitive and remember products that have been famous and much in demand by everyone. By creating Brand Awareness, marketers hope that whenever a category need arises, the brand will be re-emerged from memory which is then used as a consideration of various alternatives in decision making. One of the marketing strategies is using marketing communications. Word of mouth communication is very influential on buying interest. Because after the consumer buys the product, usually the consumer will tell the product in the form of perceived benefits, based on consumer experience after using the product.

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