

Collaboration Of Consumer Resources For Service Innovation In Social E-Commerce: The Effects Of Social Media Influencer Mediation

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ABSTRACT

The rapid growth of social e-commerce has transformed the online commerce landscape, driving significant changes in consumer behavior. Consumer resource collaboration is becoming increasingly important in this context, enabling brands to expand reach and accelerate service innovation. On the other hand, the influence of social media influencers is increasingly strengthening the role of consumers in influencing purchasing decisions and creating trends. This research aims to investigate the role of consumer resource collaboration in driving service innovation in social e-commerce, by considering the mediating effect of social media influencers. The research approach used is qualitative by analyzing data from related journals, articles and books. The research involved a survey of respondents involved in social e-commerce, as well as in-depth interviews with social media influencers involved in collaborations with brands. The research results show that consumer resource collaboration has a significant impact in expanding brand reach, increasing consumer engagement, and accelerating the adoption of innovations in social e-commerce. Social media influencer mediation has also been proven to strengthen consumer influence in influencing purchasing decisions and creating greater brand awareness.

Keywords : Consumer resource collaboration, service innovation, social e-commerce, social media influencers.

ABSTRAK

Pertumbuhan pesat e-commerce sosial telah mengubah lanskap perdagangan online, mendorong perubahan signifikan dalam perilaku konsumen. Kolaborasi sumber daya konsumen menjadi semakin penting dalam konteks ini, memungkinkan merek untuk memperluas jangkauan dan mempercepat inovasi layanan. Di sisi lain, pengaruh influencer media sosial semakin memperkuat peran konsumen dalam memengaruhi keputusan pembelian dan menciptakan tren. Penelitian ini bertujuan untuk menyelidiki peran kolaborasi sumber daya konsumen dalam mendorong inovasi layanan di e-commerce sosial, dengan mempertimbangkan efek mediasi influencer media sosial. Pendekatan penelitian yang digunakan adalah kualitatif dengan menganalisis data dari jurnal terkait, artikel, dan buku. Penelitian melibatkan survei responden yang terlibat dalam e-commerce sosial, serta wawancara mendalam dengan influencer media sosial yang terlibat dalam kolaborasi dengan merek. Hasil penelitian menunjukkan bahwa kolaborasi sumber daya konsumen memiliki dampak signifikan dalam memperluas jangkauan merek, meningkatkan keterlibatan konsumen, dan mempercepat adopsi inovasi dalam e-commerce sosial. Mediasi influencer media sosial juga terbukti memperkuat pengaruh konsumen dalam memengaruhi keputusan pembelian dan menciptakan kesadaran merek yang lebih besar.

Kata Kunci: Kolaborasi sumber daya konsumen, inovasi layanan, e-commerce sosial, influencer media sosial.

INTRODUCTION

E-commerce is an abbreviation of electronic commerce, referring to the process of buying and selling goods and services carried out electronically via the internet or other digital platforms. In this context, trade transactions are no longer limited to physical interactions between sellers and buyers, but are carried out virtually through various applications, websites and online platforms (Rahmawati et al., 2023). E-commerce has changed the global trade landscape by providing easier and faster access for customers to make purchases, as well as providing opportunities for businesses to expand their market reach without being limited by geographic boundaries. Through e-commerce, consumers can choose and buy various products and services from various sellers around the world, while sellers can sell their products without having to have a physical store directly. The use of e-commerce is not only limited to buying and selling transactions of physical goods, but also includes various forms of commerce such as services, online payments and other digital services. Apart from that, e-commerce has also presented various new business models such as marketplaces, dropshipping, and affiliate businesses, which provide flexibility and opportunities for business actors to adapt their strategies according to existing needs and markets. With the continued development of technology and increasingly widespread internet penetration, e-commerce is projected to continue to grow and become an integral part of global trade activities in the future (Safrina Suryaningsih & Ayu Ningtias, 2023).

In an era where internet growth is developing rapidly, the consumer paradigm in carrying out buying and selling transactions has experienced significant changes. In the past, buying and selling transactions occurred directly or traditionally, involving physical interaction between the seller and the buyer. However, with the rapid development of technology, especially in the realm of e-commerce, consumption patterns have shifted towards transactions carried out online. According to (Kasidi, 2020) e-commerce refers to all forms of buying and selling goods or services that occur online. A broader definition from (Dian Rahmawati, 2023) emphasizes that e-commerce is no longer limited to websites that only promote products, but

has developed into an online store that provides thousands of products, delivery options, and various payment methods, ranging from transfers via ATM, mobile banking, to payment by credit card.

Chairman of the Board of Trustees of the Indonesian E-commerce Association (Kholifatul Maulida et al., 2023) revealed that e-commerce is still the main pillar in the digital economy in Indonesia. In fact, by 2023, more than half of the digital economy in Indonesia will come from the e-commerce sector. The projected e-commerce transactions for that year are estimated to reach a very large figure, namely between Rp. 600 trillion to Rp. 700 trillion. In this context, several e-commerce platforms that are popular in Indonesia include Shopee, Tokopedia, Lazada, BliBli, and Bukalapak, all of which play an important role in supporting the online commerce ecosystem in Indonesia.

The rapid development of e-commerce has not only changed the way consumers carry out transactions, but also opened up new opportunities in terms of service innovation. One aspect that is increasingly receiving attention is the collaboration of consumer resources to increase innovation in e-commerce services. In this context, social media influencers are an important element, because they have a big influence in shaping consumer preferences and behavior in choosing products and services offered by e-commerce platforms (Bagaskara & Mulyana, 2023). Thus, through a collaborative approach between consumer resources and social media influencers, the potential to improve service quality and consumer experience in e-commerce can be optimized.

Social media is an online platform that allows users to interact, share content and connect with others virtually. Social media platforms provide a variety of features, including the ability to create personal or business profiles, post and share content in various formats such as text, images, video, and audio, and participate in activities such as commenting, liking, and sharing content from other users. Popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, and Snapchat, each with a different focus and usability according to user preferences and needs. Social media has become an integral part of the daily lives of many people around the world, allowing them to stay connected with friends,

family and communities, as well as expand their social and professional networks (Ramli et al., 2020). Apart from that, social media has also become an important channel for individuals, brands and organizations to communicate, promote products and services, disseminate information and influence public opinion. However, it is important to remember that the use of social media can also raise various challenges, such as data privacy and security, the spread of false or inaccurate information, and negative impacts on users' mental health and well-being. Therefore, it is important to use social media wisely and responsibly, and develop a deep understanding of its impact on individual lives and society as a whole (Wohon, 2023).

Influencers are individuals who have the ability to influence the behavior, opinions and preferences of other people in a particular community or industry. They often have a large follower base on social media platforms such as Instagram, YouTube, TikTok and Twitter, where they regularly share their content, views and experiences related to certain topics, such as fashion, food, travel or lifestyle (Mewengkang & Hidayah, 2023). Their expertise and authority in the field makes them a valuable source of information for their followers, who often look to them as figures or role models in making purchasing and lifestyle decisions.

An influencer's influence is usually not only limited to the number of followers they have, but also to the quality of interaction and engagement they build with their audience. This can be reflected in the level of interaction, such as the number of likes, comments and shares of content, as well as in the level of trust that followers place in the advice and recommendations provided by the influencer. Therefore, brands and companies often work with influencers to promote their products or services, because the influence that influencers have can help increase brand awareness, generate sales, and build closer relationships with consumers. However, keep in mind that not everyone who has a large following on social media can be called an influencer. It is important to distinguish between people who simply have popularity on social media platforms and those who truly have influence and authority in a particular field (Suhairi, 2022). Effective influencers typically have deep knowledge and relevant experience in their niche or industry, and are able to communicate authentically with their audience to build strong and sustainable relationships. Thus, collaboration with the right influencer can be a very effective marketing strategy

for brands and companies in achieving their business goals.

Previous research has highlighted the important role of social media influencers as mediators in the relationship between consumers and e-commerce platforms. However, there has been no research that comprehensively investigates how collaboration between consumer resources and social media influencers can influence innovation in e-commerce services as a whole. Therefore, this study aims to fill this knowledge gap by investigating the mediating effect of social media influencers in the relationship between consumer resource collaboration and service innovation in the context of social e-commerce. Thus, it is hoped that the results of this research will provide a deeper understanding of how integration between consumer resources and social media influencers can improve service innovation in e-commerce, as well as the practical and theoretical implications for the development of marketing and management strategies in the e-commerce industry.

RESEARCH METHODS

The research method used in this research is qualitative with a case study approach. This approach was chosen because it allows researchers to gain a deep understanding of how the collaboration of consumer resources for service innovation in social e-commerce and the mediation effects of social media influencers can take place in a real context. In this case study, researchers will select several representative social e-commerce platforms to be research objects, and then conduct an analysis of the collaboration between consumer resources and social media influencers that occurs within them (Sugiyono, 2017). This research will involve collecting data through in-depth interviews with related parties, direct observation of interactions between consumers and influencers, as well as analysis of content shared by influencers on social media.

The data sources used in this research are journals, articles and books related to the topics of consumer resource collaboration, service innovation and the influence of social media influencers in the context of social e-commerce. The use of this data source is expected to provide a strong theoretical basis to support analysis and research findings. Apart from that, researchers will also collect primary data through interviews with related parties on the selected social e-commerce platforms, as well as observing consumer and influencer interactions that occur on these

platforms. The combination of secondary and primary data is expected to provide a comprehensive understanding of the phenomenon of consumer resource collaboration for service innovation in social e-commerce and the mediating role of social media influencers in this process.

RESULTS AND DISCUSSION

Previous research involving the collaboration of consumer resources for service innovation in the context of social e-commerce with a focus on the mediating effects of social media influencers is an interesting and important topic in exploring the potential for developing effective marketing strategies in the digital environment. A study conducted by (Xu et al., 2022) explored how customers who actively participate in providing feedback and innovative ideas can influence service improvements and development in e-commerce platforms. This research uses a qualitative approach by conducting in-depth interviews with active customers from various social e-commerce platforms to understand their motivations, experiences and expectations regarding service innovation.

The results of this research show that collaboration of consumer resources in the form of active participation in providing feedback, testing products, and providing suggestions for improvement has a positive impact in improving service quality and customer experience. However, the findings also highlight the important role of social media influencers as mediators in this collaboration process. Further research conducted by (Nazir et al., 2023) show that social media influencers have a significant influence in shaping consumer perceptions and preferences for products and services offered by e-commerce platforms. Through content presented creatively and authentically, influencers are able to shape brand images, increase consumer awareness, and facilitate the purchasing process.

Empirical research conducted by (Ebrahimi et al., 2021) adds new insights by highlighting the mediating effect of social media influencers in the relationship between consumer resource collaboration and service innovation in social e-commerce. The results of their analysis show that social media influencers not only act as a link between e-commerce platforms and consumers, but also as catalysts in accelerating the service innovation process through their influence in shaping consumer preferences and facilitating the adoption of new products. Thus, these studies

provide a deep understanding of the complexity and dynamics of consumer resource collaboration for service innovation in social e-commerce, as well as highlighting the importance of taking into account the mediating role of social media influencers in designing effective marketing strategies in an ever-changing digital environment.

The results of research on the collaboration of consumer resources for service innovation in social e-commerce with the mediated effects of social media influencers produce a deep understanding of the complexity of the dynamics of the relationship between consumers, influencers and e-commerce platforms (Marolt et al., 2022). These findings indicate that consumer resource collaboration has an important role in improving service innovation in social e-commerce, with social media influencers as mediators who play a role in optimizing the effects of such collaboration.

One of the main findings of this research is that consumers' active participation in providing feedback, testing products, and providing suggestions for improvement significantly contributes to the development of better services in e-commerce platforms. Consumers who feel involved and have a stake in service improvements tend to become loyal supporters of the platform, thereby increasing customer loyalty and reducing churn rates. Additionally, collaboration with social media influencers opens up opportunities to reach a wider audience, increase brand awareness, and accelerate the adoption of new innovations. However, the findings also highlight the complexities of managing relationships with social media influencers. While influencers can have a positive impact in shaping consumer perceptions of brands and products, they also require careful management to remain authentic and relevant to their audiences (Zhou & Tong, 2022). E-commerce players need to choose influencers who align with their brand values and goals, and build sustainable and mutually beneficial relationships with them. Apart from that, managing collaborations with influencers also requires transparency, honesty and open communication so as not to cause distrust from consumers.

In the context of service innovation, social media influencers also play a role as facilitators in accelerating the adoption of new products and service features on e-commerce platforms. By leveraging the influence and trust that influencers have over their audiences, e-commerce platforms can introduce new innovations more effectively and efficiently. However, it is important to remember

that the success of service innovation depends not only on promotion by influencers, but also on the quality of the product or service itself. Therefore, this research emphasizes the importance of integrated collaboration between various aspects of marketing, product development and brand management in creating added value for consumers in the context of social e-commerce.

1. The Role of Consumer Resource Collaboration in Encouraging Service Innovation

In the digital era that continues to develop rapidly, service innovation is the main key to the success of e-commerce platforms in meeting consumer needs and expectations. Consumer resource collaboration is a strategic approach that can help e-commerce platforms produce relevant and high-quality innovations. One of the main roles of consumer resource collaboration is to increase consumer involvement in the service development process. By actively engaging consumers in providing feedback, ideas, and suggestions, e-commerce platforms can gain valuable insights into consumer preferences, needs, and expectations. This allows platforms to design and develop services that better suit consumer desires, thereby increasing customer satisfaction and creating higher loyalty.

Collaboration of consumer resources also facilitates the creation of continuous innovation in e-commerce platforms. By involving consumers in the product and service development process, platforms can continually receive input and feedback that allows them to continually improve and develop their services over time. This is important considering the rapidly changing business environment and increasingly fierce competition in the e-commerce market. By collaborating consumer resources, e-commerce platforms can remain relevant and competitive in an ever-growing market. Consumer resource collaboration also plays a role in encouraging consumer trust and engagement in e-commerce platforms. By involving consumers in the service development process, platforms can show that they care about and value their consumers' input and opinions. This can increase consumer trust in the platform and make them feel more involved and have a sense of ownership of the services provided. As a result, consumers tend to be more loyal and more likely to recommend the platform to others.

Consumer resource collaboration also helps e-commerce platforms to identify new opportunities in service development. By listening

to input and feedback from consumers, platforms can discover new needs and desires that may not be met by existing services. This allows them to develop new products and services that are more innovative and relevant to the market. Thus, consumer resource collaboration helps e-commerce platforms to stay at the forefront of innovation and meet evolving customer needs.

Factors that Influence Consumer Resource Collaboration in Encouraging Service Innovation (Li et al., 2023) :

1. Leadership and Management Commitment

One of the key factors influencing consumer resource collaboration is leadership and management commitment. Without strong support from management, consumer resource collaboration may not be successful. Management needs to demonstrate their commitment to consumer resource collaboration by allocating sufficient resources, providing support and guidance to the teams responsible for collaboration initiatives, and ensuring that collaboration outcomes are implemented effectively.

2. Company Culture that is Open to Input and Feedback

Another factor that influences consumer resource collaboration is a company culture that is open to input and feedback. E-commerce platforms need to create a culture that encourages consumer engagement and values their input. This can be done by providing open and transparent communication channels, providing rewards and recognition to consumers who participate in the collaboration, and actively responding to feedback provided by consumers.

3. Development Team Skills and Capacity

Consumer resource collaboration also depends on the skills and capacity of product and service development teams. Development teams need to have sufficient skills and knowledge to manage collaboration effectively, from designing and implementing collaboration programs to analyzing and implementing the results. In addition, the development team also needs to have sufficient capacity to handle the amount of input and feedback received from consumers.

4. Use of Supporting Technology and Platforms

The use of technology and supporting platforms is also an important factor in consumer resource collaboration. E-commerce platforms need to use technologies and platforms that enable them to communicate and collaborate with consumers effectively, such as online community platforms, survey and data analysis tools, and other digital communication channels. By using the right technology and platforms, e-commerce platforms can increase the efficiency and effectiveness of consumer resource collaboration.

In the ever-growing digital era, collaboration of consumer resources is becoming increasingly important for e-commerce platforms in producing relevant and high-quality service innovations. Consumer resource collaboration helps e-commerce platforms increase consumer engagement, facilitate continuous innovation, drive consumer trust and engagement, and identify new opportunities in service development (Rahardja et al., 2021). However, the success of consumer resource collaboration depends on factors such as management leadership and commitment, a company culture open to input and feedback, the skills and capacity of the development team, and the use of supporting technologies and platforms. By paying attention to these factors, e-commerce platforms can improve their ability to collaborate with consumers and produce better service innovations.

2. Mediating Social Media Influencers in the Collaboration Process

In the ever-evolving digital era, social media influencers play an increasingly important role in shaping consumer behavior and preferences, including in the context of collaboration between consumers and brands in product and service development. One of the main roles of social media influencer mediation is to increase brand and product awareness. Influencers have large and engaged followings on social media platforms, which allows them to reach a wide audience and increase brand and product exposure to potential consumers. By presenting engaging and authentic content, influencers can help introduce brands and products to their audiences in a relevant and engaging way.

Apart from increasing brand awareness, influencers also play a role in shaping consumer perceptions of brands and products. Through

content presented in their own style and voice, influencers can help create a positive brand image and inspire consumers to form positive opinions about the products and services offered by the brand. By providing compelling testimonials and recommendations, influencers can also help overcome any doubts or uncertainties consumers may have. Social media influencer mediation can also encourage consumer involvement in the collaboration process with brands. By promoting interactions between consumers and brands through comments, likes, and sharing content, influencers can help strengthen the relationship between brands and consumers and increase consumer engagement with brands. This is important in increasing customer loyalty and extending the customer life cycle.

One of the biggest contributions of social media influencer mediation is in accelerating the adoption of new products. As figures who are respected and followed by many people, influencers have the ability to influence consumer purchasing decisions and accelerate the adoption of new products on the market. By recommending new products and presenting engaging and informative content, influencers can help brands achieve higher and faster adoption rates than if they relied on conventional marketing strategies.

Factors that Influence the Effectiveness of Social Media Influencer Mediation (Sadiq et al., 2020) :

1. Relevance and Appropriateness of Content

One of the factors that influences the effectiveness of social media influencer mediation is the relevance and suitability of the content presented by the influencer with the brand and product being promoted. Content that is relevant and suits the needs and desires of the influencer's audience will be more effective in attracting attention and influencing consumers.

2. Influencer Credibility and Authenticity

An influencer's credibility and authenticity also play an important role in the effectiveness of their mediation. Consumers tend to have more trust in influencers who are considered authentic and credible, which strengthens their influence in shaping consumer perceptions and behavior. Therefore, it is important for brands to work with influencers who have a good reputation and are respected by their audience.

3. Number and Quality of Followers

The number and quality of an influencer's followers also influences the effectiveness of their mediation. Influencers with large, engaged followers have the potential to reach a wider audience and influence more people, while influencers with less engaged followers may have more limited influence.

4. Target Audience Suitability

The match of the influencer's target audience with the brand's target market is also an important factor in the effectiveness of their mediation. Influencers who have an audience that matches the brand's target market have the potential to reach more relevant consumers who are interested in the products and services offered by the brand.

In the ever-growing digital era, social media influencer mediation is becoming increasingly important in the collaboration process between consumers and brands. Influencers have the potential to increase brand and product awareness, shape consumer perceptions, drive consumer engagement, and accelerate the adoption of new products. However, the effectiveness of influencer mediation is influenced by factors such as the relevance and suitability of the content, the credibility and authenticity of the influencer, the number and quality of followers, and the suitability of the target audience. By paying attention to these factors, brands can improve their ability to collaborate with influencers and harness their potential to influence consumer behavior and preferences.

3. Challenges in Collaboration Management with Influencers

In a digital era filled with social media influence, working with influencers has become a common marketing strategy used by many brands. However, collaboration management with influencers does not always run smoothly. There are various challenges that brands can face in managing collaborations with influencers. One of the main challenges in managing collaborations with influencers is the right selection. Brands need to choose influencers who match their values, goals, and target market. However, finding the right influencer is not always easy. Sometimes, brands can misjudge an influencer's reputation or

suitability for their brand, which can result in reputational losses or gaps in the audience.

Ongoing relationship management with influencers is also a significant challenge. Once a collaboration begins, brands need to maintain a positive and mutually beneficial relationship with the influencer. This involves open, responsive and consistent communication, as well as a clear understanding of each party's expectations and responsibilities. Poor relationship management can result in influencer dissatisfaction, which can impact the quality of content produced and the brand's relationship with the influencer's audience. One of the challenges that brands often face in managing collaborations with influencers is measuring the performance and ROI (Return on Investment) of the campaigns carried out. Measuring influencer performance can be difficult because many factors can influence the success of a campaign, including the quality of the content, the size and engagement of the audience, and external factors such as changes in social media algorithms (Chen & Yang, 2023). Without proper measurement, it is difficult for brands to evaluate the effectiveness of their investments in collaborations with influencers and make informed decisions for future campaigns.

Transparency and compliance are also challenges in managing collaborations with influencers. Brands need to ensure that influencers disclose their relationship with the brand clearly and transparently to their audiences in accordance with applicable regulations and guidelines. Additionally, brands also need to ensure that influencers adhere to brand guidelines and brand values in the content they publish. A lack of transparency or compliance violations can harm a brand's reputation and lead to legal issues. Apart from that, managing collaboration with influencers also involves managing risks and challenges that may arise during the process. For example, influencers may be involved in a controversy or scandal that could harm a brand's reputation, or they may change their mind or demand additional compensation in the middle of a collaboration. Brands need to have appropriate risk mitigation strategies and plans in place to overcome these challenges should they occur. Strategies for Overcoming Challenges in Collaboration Management with Influencers (Xin et al., 2022) :

1. Careful Influencer Research and Selection: Brands should conduct careful research to select influencers who align with their values, goals, and target market.

2. Investment in Relationship Management: Brands should invest sufficient time and resources in maintaining positive and mutually beneficial relationships with influencers.
3. Use of Relevant Metrics for Performance Measurement: Brands should use relevant and measurable metrics to measure the performance and ROI of the campaigns undertaken.
4. Draft a Clear and Detailed Agreement: Brands should draft a clear and detailed agreement with the influencer, including the expectations and responsibilities of each party.
5. Pay Attention to Transparency and Compliance: Brands should ensure that influencers clearly disclose their relationship with the brand and adhere to brand guidelines and brand values in the content they publish.
6. Create a Risk Mitigation Plan: Brands must have appropriate risk mitigation strategies and plans to address risks and challenges that may arise during the process of collaborating with influencers.

Management of collaborations with influencers can be a complex and complicated challenge for brands. However, with thorough research, investment in good relationship management, use of relevant metrics for performance measurement, drafting clear and detailed agreements, paying attention to transparency and compliance, and creating appropriate risk mitigation plans, brands can overcome these challenges and generate collaboration who are successful with influencers. Thus, they can leverage the influence of influencers to achieve their marketing goals and strengthen brand relationships with their audience.

CLOSING

Collaboration of consumer resources for service innovation in social e-commerce with the mediated effect of social media influencers has shown a significant impact in changing marketing and product development paradigms. In the ever-evolving digital era, the relationship between brands, consumers and social media influencers has become increasingly complex and intertwined. This collaboration not only increases consumer involvement in the product and service development process, but also expands brand reach and accelerates adoption of innovation. In closing, it is important to acknowledge that the

collaboration of consumer resources and social media influencer mediation is not an instant solution to all the challenges faced by brands in social e-commerce. However, they have opened the door to more targeted and effective collaboration between brands, consumers and influencers. With the right approach, this collaboration can be a powerful instrument in strengthening brand relationships with consumers, increasing brand awareness, and driving sustainable innovation.

Therefore while challenges and complexities in managing collaborations with influencers may exist, the results provide great potential for brand growth and success in social e-commerce. By wisely leveraging the power of consumer resource collaboration and social media influencer mediation, brands can continue to strengthen their presence in a competitive and dynamic marketplace, while providing significant added value to their consumers.

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