

How Store Distributors Create Customer Value (Survey of Local Fashion Consumers in Bandung)

Taufik Zulfikar¹, Ine Aprianti², Eva Rachmawati³, Rika Kartika⁴

^{1,2,3,4}Universitas Sangga Buana, Bandung, Indonesia

taufikzulfikar16@gmail.com, Ine.aprianti@usbykp.ac.id, eva.rachmawati@usbykp.ac.id,
rikakartika.binabangsa@gmail.com

Abstract

Different marketing methods from store distributors (distros) to sell clothing (clothing) are exciting to use as research themes. This study aims to analyze the influence of social media and supply chain on customer value impact on brand equity. The sample in this study is consumers (end-users) from distributions in the city of Bandung. The research method is quantitative research with an analysis method using path analysis. The study results show that there is a partial or simultaneous influence of social media and supply chain on customer value which has implications for brand equity.

Keywords

distributor store; social media;
supply chain; customer value;
brand equity



I. Introduction

Bandung is known as Paris van Java because of its natural beauty; this designation also refers to Bandung as a fashion city. Currently, what is becoming a trend in the city of Bandung is the proliferation of distributor stores (distros) that sell various types of clothing (clothing). The marketing method is different from the usual practice where the producer sells the dress directly to the consumer (end-user) through distributions without going through large retail stores. Some well-known local clothing brands include Screamous, Three Second, Blankwear, House of Smith, BlackJack, etc. Each product from these brands is sold by marketing through distributions with various forms of different services with their own characteristics, especially in the appearance of the distribution, layout, and sales methods. Products sold have other names, terms, signs, symbols, designs, so that identifying the product creates brand equity. Brand equity builds brand advantages in customers' minds, which allows brand products to take advantage of their competitive advantages in the market, win customers' preferences and positive impressions on brand products, and then brand perception will be enhanced to increase brand-customer value. One of the most important in brand theory is the relationship between the customer and the brand. Understanding how customers evaluate a service or product is crucial to gaining a competitive advantage, which has implications for customer loyalty. The brand is the organization's present and future identity; the most important and unique feature can be found in the integrity of the brand's value offering (Emami, 2018).

One of the distribution strategies to develop brand equity is to use social media. Social media can be a cheap and instant promotion channel. Social media provides opportunities for marketers to gather information, monitor buyer opinions, develop potential buyers through dialogue about distribution products and services. A product becomes a brand when the target customer learns about it, and users store knowledge about the brand in their memory to one day become the basis for their next purchase decision (J.-H. Kim & Hyun, 2011). Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or

indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, 2018). Social media has sparked a novelty in marketing communications, offering the possibility of interaction between customers and brands. Social media continues to grow and has become a daily activity, so marketers have integrated marketing activities into social media marketing.

Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state, someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020). Using distributions as a marketing channel is a unique and different strategy, where marketers sell directly to customers without going through third-party distributors. This is the right strategic choice because today, the supply chain has turned into a form of relationship between customers and marketers. Distributions will also cut distribution costs so that the selling price becomes cheaper. Cost efficiency is the most widely adopted goal in supply chain management (Hammervoll, 2009). An adequate supply chain helps marketers develop products and services to create optimal value for customers.

Based on the description above, this study aims to determine and analyze the influence of social media and supply chains on customer value, which impacts brand equity.

II. Review of Literature

2.1 Media Social

Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). The definition of social media is online applications, platforms, and media used to provide collaboration and share content; social media has a significant impact on brand image and reputation (Hutagalung & Situmorang, 2018). Social media communication is social interaction, using communication technology that is very accessible and on a wide scale (Novani & Kijima, 2012). Media created by consumers includes various new sources of information online, developed and used by consumers who want to share information with others on any topic (Pütter, 2017). A group of internet-based applications that build on the ideological and technological foundations of web 2.0 and enable the creation and exchange of content (Kaplan & Haenlein, 2010). This two-way communication platform is ideal for increasing customer value by interacting to obtain relevant information, media, events, and entertainment (Angella J. Kim & Ko, 2010). Based on the experts' opinions mentioned above, it can be concluded that social media is a medium for interacting between individuals and between groups via the internet to obtain information.

There are four types of social media, namely weblogs. Social network, photo and video exchange. The advantage of using social media is that there are no restrictions on time, place, media, and costs (Angella J. Kim & Ko, 2012)

2.2 Supply Chain

The definition of the supply chain is the stage that starts and ends with the customer, because all basic materials, products, complete information, and transactions flow through

this cycle (El Shoghari & Abdallah, 2016). Supply chain management is an activity with the flow and transformation of raw materials into finished products, their delivery to final consumers, and the flow of information (Sohal et al., 2002). Supply chain management is a continuous development of management philosophy, which tries to bring together the combined production capacity and the existing human resources inside and outside the company to determine the significance of the channel in the context of competitive advantage. Synchronization from clients in products and services to market, and finally the information needed to find excellence as the only source of customer value (Ross, 2010). Supply chain management can be defined as several different actions and processes that occur in a company in producing products and services for end customers (Lotfi et al., 2013). Based on the opinion of experts, the supply chain can be concluded as a series to produce products, services, and information that begins and ends at the customer. There are four dimensions of supply chain management in creating customer value: sustainability, performance, competitiveness, and innovation (Rahman et al., 2012). In this study, the notion of the supply chain is a series of marketers delivering products and services to end-users with dimensions of performance, power competitiveness, and innovation.

2.3 Customer Value

The definition of customer value from several kinds of the literature mentions comparing the quality and perceived benefits of a product or service relative to the perceived sacrifice by making payments (Bai et al., 2016). From the customer's perspective, value is the compensation of the relevant components given and received; from the company's point of view, customer value is understood as the actual value that customers provide to the company in terms of revenue and the time the customer is associated with the company (Fernández & Pinuer, 2016). Customer value is effective decision making and action that must show the company's priorities related to customer satisfaction (Diryana et al., 2017). The drivers of customer value can be divided into two categories: perceived gains and lost profits. The main driving factors include product quality, service quality, and price factors (Wang & Dong, 2015). Value assessment and measurement directly influence the behavioral choices of relevant stakeholders (Yan, 2019). Customer value is a trade-off between customer perspectives on quality, product usability, and sacrifices made to get a product or service (Kotler, 2016). Based on the opinion of experts, customer value can be concluded as a form of comparison between the benefits received and the sacrifices given to obtain or use the product or service.

Customer value consists of four elements: Quality functional value, namely the utility obtained from the perception of the quality and expected performance of the product. Emotion value is a utility that comes from positive feelings or affective/emotions arising from consuming a product. The functional price value is the utility obtained from the product because of the perception of the price or costs incurred. Social value refers to the social concept of self-improvement of product performance (Chien, 2013). The most critical dimensions of perceived value identified in the literature and maintained are utility, transactional, and Social Value (Bressolles & Durrieu, 2011).

2.4 Brand Equity

The definition of brand equity from several kinds of the literature mentions that one of the latest definitions of equity is a theory and guideline of positive leadership and behavior, including repurchase, support, and purchase offers that can control new potential customers (Heriyati & Arif, 2019). Currently, experts from outside China and domestic define brand equity from two points of view: one from the level of financial income or the

company's market share level to measure brand equity; In contrast, others are from the customer's point of view of the brand or the relationship between the customer and the brand (Yan, 2019). Brand equity is a brand value that is embedded in many customers and appears in their perceptions and expectations (Mohammad, 2017). 2015). A product becomes a brand when target consumers learn about it; users also store the brand knowledge structure in their memory to refer to it at the time of the next purchase decision (Emami, 2018). Brand equity is a set of assets and passives associated with a brand, either its name or symbol, that increases and decreases the value provided by a product or service to the company or to customers (Diryana et al., 2017). The effect of differences in brand knowledge on consumer responses to brand marketing (Souri, 2017). Based on the opinion of experts, brand equity can be concluded as a set of attributes that become product or service assets that give a positive impression on the minds of customers.

Although experts have different opinions about the statement of brand equity, there are three points in common: brand equity is an intangible asset, brand equity is generated by relying on the brand, the value of brand equity to brand owners is generated through the impact on customers (Yan, 2019). There are five perspectives of brand equity: brand loyalty, brand awareness, perceived quality, and brand associations (Chien, 2013).

III. Research Methods

3.1 Paradigms and Hypotheses

The paradigm in research on how social media, supply chain, customer value, and brand equity is as follows

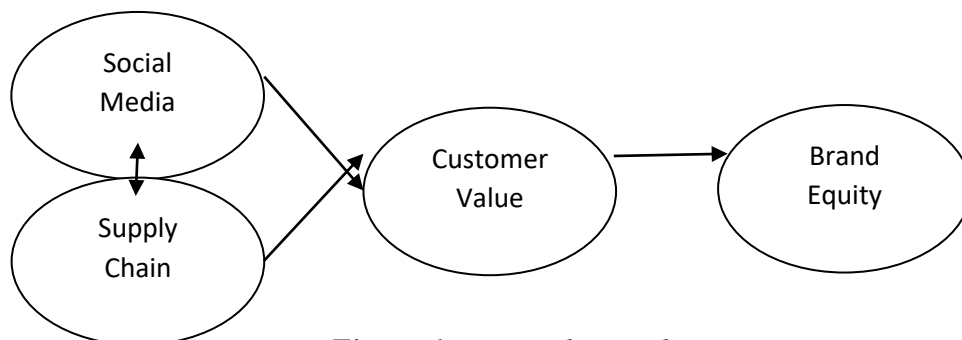


Figure 1. Research Paradigm

Based on the paradigm above, the hypotheses in this study are:

- H1 There is an influence of social media on customer value
- H2 There is a supply chain effect on customer value
- H3 There is a simultaneous influence of social media and supply chain on customer value
- H4 There is an effect of customer value on brand equity

3.2 Population and Sample

The population is a generalization area consisting of objects/subjects with specific quantities and characteristics determined by researchers to study and draw conclusions (Sugiyono, 2015). The sample is part of the number and characteristics possessed by the population (Sugiyono, 2015). This research was conducted in Bandung with a population of young people in Bandung. Sample measurement is a step to determine the size of the sample taken in carrying out a study. There are three types of sampling using non-probability sampling, namely: accidental sampling, quota sampling, and purposive

sampling (Kusmayadi, 2004). Selection in this study was determined by quota sampling as many as approximately 255 young people in the city of Bandung. The sampling technique was accidental sampling, which is a way of obtaining samples based on anyone among young people who happened to be met while conducting research, which was taken from several central distributor store locations in Bandung.

3.3 Description, Instrument Test, Data Analyst, and Hypothesis Testing

This study consists of 4 variables where each variable consists of several questions that the respondent must answer. Social media variables comprised of 2 dimensions with ten questions. The supply chain consists of 2 sizes with 11 questions, three dimensions of customer value with 13 questions, and brand equity consists of 3 dimensions with 12 queries. These questions are given closed answers with grades ranging from 1 to 5.

In this study, the test instrument was used to determine the reliability of the research questionnaire. Research testing is done using validity test, reliability test, and normality test.

This study uses path analysis to analyze research data. The path analysis formulation is:

$$Y = \xi_1 X_1 + \xi_2 X_2 + \zeta_1$$

$$Z = \gamma_1 Y + \zeta_2$$

Information :

- X₁ = Social media
- X₂ = Supply Chain
- Y = Customer Value
- Z = Brand Equity

Test the hypothesis with the following conditions:

Hypothesis 1: Social Media and Supply Chain have a simultaneous effect on Customer Value

H0: $\gamma_1 : \gamma_2 = 0$: Social Media and Supply Chain has no simultaneous impact on Customer Value

H1: $\gamma_1 : \gamma_2 \neq 0$: Social Media and Supply Chain has a simultaneous effect on customer Value

This hypothesis is tested using the F test statistic with the provision that H0 is rejected if Fount is greater than the Value of Ftable for = 0.05.

Hypothesis 2: Social Media affects Customer Value

H0 : $\gamma_1 = 0$: Social Media has no impact on Customer Value

H1 : $\gamma_1 \neq 0$: Social Media Affects Customer Value

This hypothesis is tested using t-test statistics with the provision that H0 is rejected if the count is greater than the critical value t for = 0.05 of 1.965.

Hypothesis 3: Supply Chain Affects Customer Value

H0 : $\gamma_1 : \gamma_2 = 0$: Supply Chain does not affect Customer Value

H1 : $\gamma_1 : \gamma_2 \neq 0$: Supply Chain has a significant impact on Customer Value

This hypothesis is tested using the F test statistic provided that H0 is rejected if Fount is greater than the Value of Ftable for = 0.05.

Hypothesis 4: Customer Value of Brand Equity

H0 : $\beta_1 = 0$: Customer Value does not affect Brand Equity

H1 : $\beta_1 \neq 0$: Customer Value affects Brand Equity

This hypothesis is tested using t-test statistics with the provision that H0 is rejected if the count is greater than the critical value t for = 0.05 of 1.965

IV. Results and Discussion

4.1 Respondent

Respondents in this study were 255 people consisting of 170 men (66 percent) and 85 women (34 percent). Respondent profiles can be seen in the table below:

Table 1. Respondent Profile

Information	Amount	%
Age (years)		
Under 17	26	10,19
17 – 22	122	47,84
22,1 – 27	63	24,70
27,1 – 32	21	8,23
Above 32	23	9,01
Status		
Student	150	58,82
Private sector employee	66	25,88
State Civil Apparatu /State-Owned Enterprise	14	5,49
Professional	9	3,52
Other	16	6,27
Expenditure		
Under 4 million	172	67,45
4.1 – 7 million	67	26,27
Above 7 million	16	6,27

Table 1 shows that the age of customers is in the range below 27 years, as much as almost 83%, with student status and 85% private employees with income below Rp. 7,000,000, - by 94%.

4.2 Customer Perception

Table 1 shows customer perceptions of social media, supply chain, customer value, and brand equity at distributor stores.

Table 2. Customer Perception

Variable	Number of Questions	Mean	Stdev	Criteria
Social media	10	3,92	0,64	Enough – Very good
Supply Chain	11	3,22	0,67	Not good – Good
Customer Value	13	3,31	0,55	Pretty good
Brand Equity	12	3,26	0,53	Pretty good

The supply chain is the minor variable assessed based on customer perceptions with an average value of 3.22 with a standard deviation of 0.67. The supply chain is perceived to be between 2.55 to 3.89, with poor criteria. The supply chain variable is given 11 questions to customers, where the question "How to display / display the product" is the minor answer based on customer perception.

Social media is the most significant variable assessed based on customer perceptions with an average value of 3.92 with a standard deviation of 0.64. The supply chain is perceived to be between 3.28 to 4.56 with criteria quite – very good. The social media variable was given ten questions to customers. The question "How easy is it to get a promotion on Instagram" is the most significant answer based on customer perception.

4.3 Instrument Test Results

Correlation results can be said to be valid if the correlation value is 0.30 or more and invalid if it is less than 0.30. Based on this provision, it turns out that all indicators used are valid.

The results of calculations using the formula (Cronbach alpha) obtained the reliability value for each variable, namely social media 0.760, supply chain 0.916, customer value 0.752, and brand equity 0.824 with the coefficient value which is above the table value; it is declared reliable.

The data in the Asymp.Sig row. (2-tailed) of the four columns is above 0.050; therefore, it is declared normally distributed.

Table 3. Correlations

		Social media	Supply Chain	Customer Value	Brand Equity
Social media	Pearson Correlation	1	,345**	,352**	,323**
	Sig. (2-tailed)		,000	,000	,000
	N	255	255	255	255
Supply Chain	Pearson Correlation	,345**	1	,697**	,692**
	Sig. (2-tailed)	,000		,000	,000
	N	255	255	255	255
Customer Value	Pearson Correlation	,352**	,697**	1	,917**
	Sig. (2-tailed)	,000	,000		,000
	N	255	255	255	255
Brand Equity	Pearson Correlation	,323**	,692**	,917**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	255	255	255	255

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4. Social Media Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,760	10

Table 5. Supply Chain Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,916	11

Table 6. Pel Value Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,752	13

Table 8. Elmer Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,824	12

Table 9. One-Sample Kolmogorov-Smirnov Test

		Social media	Supply Chain	Customer Value	Brand Equity
N		255	255	255	255
Normal Parameters ^b	Mean	32,6078	35,4745	43,0471	39,2235
	Std. Deviation	5,12013	7,45210	7,27942	6,42040
Most Extreme Differences	Absolute	,051	,082	,049	,054
	Positive	,051	,082	,044	,054
	Negative	-,047	-,056	-,049	-,045
Test Statistic		,051	,082	,049	,054
Asymp. Sig. (2-tailed)		,200 ^{c,d}	,200 ^c	,200 ^{c,d}	,072 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

4.4 Data Analyst

By using the path analysis tool, the results are obtained, as shown in Figure 2.

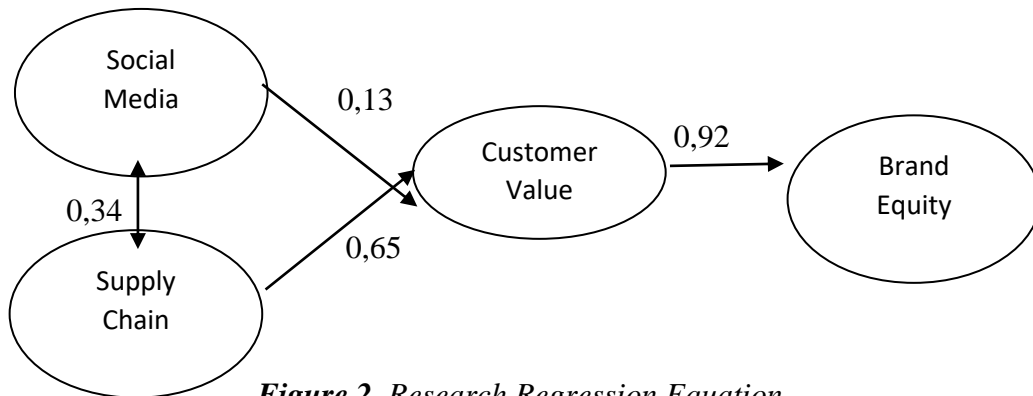


Figure 2. Research Regression Equation

The path analysis equation of the influence of social media and supply chains on customer value is:

$$Y = 0,13X_1 + 0,65X_2$$

The path analysis equation of the effect of customer value on brand equity is:

$$Z = 0,92Y$$

The path analysis equation above shows that there is a relationship between social media and the supply chain with a coefficient value of 0.34. The effect of social media on customer value ($\beta = 0.13$ $t = 2.67$), the effect of supply chain on customer value ($\beta = 0.65$ $t = 13.78$) with R Square 0.50. The relationship between social media and the supply chain can occur in terms of how social media can provide information on what and how distributor stores are, the location, and the whereabouts of distributor stores. Writing (O'Leary, 2012) social media information can be integrated into supply chain transaction processing systems. Social media will be examined as a way of building "relationships" between those in the supply chain. Use social media to get real-time feedback from the supply chain, both internally and externally (Markova & Mircevska, 2013). Social media can be seen as a tool that could clear the single voice towards supplier activity and actually to the whole supply chain if it is so wanted (Ylimaula & Ulkuniemi, 2013). Social media can provide convenience, speed of obtaining information about products in distributor stores. Social media can increase customer engagement (Yoong & Lian, 2019); social media also positively impacts relationship equity. If the relationship of equity increases, social media tends to increase. This indicates that entrepreneurs must build a connection with consumers (Hutagalung & Situmorang, 2018). The supply chain through distributor stores shortens distribution channels; customer Dapat langsung transact with producers without intermediaries. There are four dimensions of supply chain management in customer value creation: sustainability, performance, competitiveness, and innovations (Rahman et al., 2015). The effect of customer value on brand equity ($\beta = 0.92$ $t = 36.68$) with R Square 0.842. Good, easy, and fast service carried out by the distributor store will increase brand equity. It is obtained that customer value has positive and significant influences on brand equity. (Diryana et al., 2017), the results show that functional Value, emotional Value, and cost have positive effects on brand equity (Yan, 2019).

V. Conclusion

There is a significant influence of social media and supply chain on customer value either partially or simultaneously, impacting brand equity. Based on these results, store distributor managers should pay attention to product quality, product benefits, product convenience, price and payment methods, and display products to increase customer value. Store distributor managers should pay attention to the optimal use of supply chain social media. Speed, ease, and responsiveness to the use of social media are critical. Employee speed and packaging form are essential in increasing supply chain benefits.

References

- Bai, Y., Li, C., & Niu, J. (2016). Study on Customer-Perceived Value of Online Clothing Brands. *American Journal of Industrial and Business Management*, 06(08), 914–921. <https://doi.org/10.4236/ajibm.2016.68088>
- Bressolles, G., & Durrieu, F. (2011). Service quality, customer value, and satisfaction relationship revisited for online wine websites. *6th AWBR International Conference, June*. <https://pdfs.semanticscholar.org/a41f/b85bdec5dd42c10218d948c9a91995deddba.pdf>
- Chien, Y.-C. (2013). The Influences of Brand Innovation on Customer Value: Using Double-Distal Mediators of Brand Perception and Brand Equity. *Journal of Global Business Management*, 9(2), 53–70. <http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/1441253941?accountid=14888%0Ahttp://webcat.warwick.ac.uk:4550/resserv??genre=article&issn=18173179&title=Journal+of+Global+Business+Management&volume=9&issue=2&date=2013-06-01&atitle=The+Influ>
- Diryana, I., Suryana, Y., Sari, D., & Febrian, E. (2017). The Influence of Customer Value, Integrated Marketing Communication and Customer Trust on Brand Equity : a Study on Green Cosmetic Product in Bandung, Indonesia. *International Journal of Business and Applied Social Science*, 3(1), 1–10.
- El Shoghari, R., & Abdallah, K. (2016). The Impact of Supply Chain Management on Customer Service (A Case Study of Lebanon). *Management*, 6(2), 46–54. <https://doi.org/10.5923/j.mm.20160602.03>
- Emami, A. (2018). Factors Influencing Brand Equity: A Case Study of Dairy Industry. *Journal of Hotel and Business Management*, 07(01), 1–5. <https://doi.org/10.4172/2169-0286.1000173>
- Fernández, L. M. V., & Pinuer, F. J. V. (2016). Influência da orientação ao valor do cliente, do valor da marca e do nível de ética empresarial no desempenho organizacional. *Revista Brasileira de Gestao de Negocios*, 18(59), 5–23. <https://doi.org/10.7819/rbgn.v18i59.1701>
- Hammervoll, T. (2009). Value-creation logic in supply chain relationships. *Journal of Business-to-Business Marketing*, 16(3), 220–241. <https://doi.org/10.1080/10517120802484577>
- Hasbullah, et al . (2018). Communication Pattern of Wilayatul Hisbah, Lhokseumawe City in Implementing Amar Makruf Nahi Mungkar. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. P. 194-205
- Heriyati, P., & Arif, R. T. (2019). Factors influencing brand equity: The case of Jakarta E-commerce and M-commerce. *International Journal of Scientific and Technology Research*, 8(11), 2754–2758.

- Hutagalung, B., & Situmorang, S. H. (2018). *The Effect Of Social Media Marketing On Value Equity, Brand Equity And Relationship Equity On Young Entrepreneurs In Medan City*. 46(Ebic 2017), 534–540. <https://doi.org/10.2991/ebic-17.2018.84>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kim, Angella J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, Angella Jiyoun, & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Kim, J.-H., & Hyun, Y. J. (2011). A Model to Investigate The Influence of Marketing-Mix Efforts and Corporate Based Brand Equity in The IT Software Sector. *Industrial Marketing Management*, 40(3), 424–438.
- Kotler, P. (2016). *Marketing Strategic* (Sixth ed). McGraw-Hill.
- Lotfi, Z., Mukhtar, M., Sahran, S., & Zadeh, A. T. (2013). Information Sharing in Supply Chain Management. *Procedia Technology*, 11(December), 298–304. <https://doi.org/10.1016/j.protcy.2013.12.194>
- Marbun, D. S., et al. (2020). The Effect of Social Media Culture and Knowledge Transfer on Performance. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, Volume 3, No 3, Page: 2513-2520.
- Markova, S., & Mircevska, T. P. (2013). SOCIAL MEDIA AND SUPPLY CHAIN. *Supply Chain Management*, XV(33), 89–102. <http://search.proquest.com/abicomplete/docview/1461376125/2370BCE387E34F7FPQ/1?accountid=15297>
- Marlina, et al. (2020). Disclosure of Communication in the Facebook and Impact Social Media on Worship Activities in Dakwah Faculty Students and Science of Communication Media of North Sumatera State University (UINSU). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, Volume 3, No 3, Page: 2142-2148.
- Mohammad, A. A. S. (2017). The Impact of Brand Experiences, Brand Equity and Corporate Branding on Brand Loyalty: Evidence from Jordan. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 7(3), 58–69. <https://doi.org/10.6007/ijarafms/v7-i3/3102>
- Mohammadi, H., Kaviani, H., & abasian, M. (2015). We evaluate the Effect of Brand Equity on Consumer Satisfaction and Brand Loyalty in Large Retailers of the Mazandaran Province (Case Study: Food Products Industry). *European Online Journal of Natural and Social Sciences: Proceedings*, 4(1(s)), 1–12.
- Novani, S., & Kijima, K. (2012). Value Co-Creation by Customer-to-Customer Communication: Social Media and Face-to-Face for Case of Airline Service Selection. *Journal of Service Science and Management*, 05(01), 101–109. <https://doi.org/10.4236/jssm.2012.51013>
- O'Leary, D. E. (2012). The Use of Social Media in the Supply Chain: Survey and Extensions. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1963980>
- Pütter, M. (2017). The Impact of Social Media on Consumer Buying Intention. *Journal of International Business Research and Marketing*, 3(1), 7–13. <https://doi.org/10.18775/jibrm.1849-8558.2015.31.3001>

- Rahman, M. S., Anwar, M. A., Ferdous Azam, S. M., & Abdelfattah, F. A. (2015). A conceptual study on supply chain management in creating customer value. *Journal of Social Sciences Research*, 1(3), 32–36.
- Rahman, M. S., Haque, M., & Khan, A. H. (2012). A Conceptual Study on Consumers' Purchase Intention of Broadband Services: Service Quality and Experience Economy Perspective. 7(18), 115–129. <https://doi.org/10.5539/ijbm.v7n18p115>
- Ross, D. (2010). *Introduction to supply chains management technologies* (second).
- Sohal, A. S., Power, D., & Terziovski, M. (2002). Supply Chain Management in Australian Manufacturing - Two Case Studies. *Computers & Industrial Engineering*, 43(1–2).
- Souri, F. (2017). Investigate The Relationship Between Brand Equity Brand Loyalty And Customer Satisfaction. *International Journal of Scientific & Technology Research*, 6(6), 225–231.
- Sugiyono. (2015). *Metode Penelitian Manajemen* (4th ed.). CV Alfabeta.
- Wang, S., & Dong, D. (2015). A Comparative Study of Customer Value Drivers between Traditional Channels and Network Channel. *Open Journal of Social Sciences*, 03(03), 53–56. <https://doi.org/10.4236/jss.2015.33011>
- Yan, B. (2019). Research on the Influence of Customer Perceived Value on Brand Equity. *American Journal of Industrial and Business Management*, 09(03), 609–626. <https://doi.org/10.4236/ajibm.2019.93042>
- Ylimaula, K.-A., & Ulkuniemi, P. (2013). Exploring the Potential of Social Media in Supplier Relationship Management. *IMP2013 Conference*, 1–23. <https://www.impgroup.org/uploads/papers/8012.pdf>
- Young, L. C., & Lian, S. B. (2019). Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry. *International Journal of Academic Research in Business and Social Sciences*, 9(1), 54–68. <https://doi.org/10.6007/ijarbss/v9-i1/5363>