

THE INFLUENCE OF USER-GENERATED CONTENT AND COMPANY-GENERATED CONTENT AS A MARKETING STRATEGY ON CUSTOMER ENGAGEMENT (CASE STUDY ON PT COCA-COLA INDONESIA INSTAGRAM SOCIAL MEDIA)



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Abstract

This research aims to analyze the influence of User Generated Content (UGC) and Company Generated Content (CGC) as marketing strategies on customer engagement on PT Coca-Cola Indonesia's Instagram. Using observations and questionnaires processed via SPSS, this research involved 105 respondents who had purchased Coca-Cola products and created UGC on Instagram. The research results show that both UGC and CGC have a positive and significant influence on customer engagement. UGC, which includes reviews, photos, videos, and comments from consumers, provides an authentic feel and builds trust and emotional connections with other consumers, thereby increasing engagement. CGC, in the form of advertising, promotional campaigns, and product information from the company, provides structured and high-quality information that supports the company's image. These two types of content complement each other in creating an interactive and dynamic environment, strengthening loyalty, and driving higher brand engagement and conversions.

Keywords: UGC, CGC, Marketing Strategy, Customer Engagement, Instagram PT Coca-Cola Indonesia

INTRODUCTION

The development of information technology brings changes in society. The birth of social media caused people's behavior patterns to experience a shift in existing culture, ethics, and norms. Indonesia, with its large population and diverse ethnic, racial, and religious cultures, has a lot of potential for social change. From various circles and ages, almost all Indonesian people have used social media as a means of obtaining and conveying information to the public. The huge influence of social media in social life has brought changes to the business world. According to Egon.co.id (2022) and Katadata.co.id (2023), in developed countries, the business world is increasingly utilizing social media as a tool to increase visibility, brand awareness, customer loyalty, and competitiveness in the global market. Social media is also a source of information, inspiration, and innovation for the business world in developed countries. Some examples of businesses in developed countries that have successfully used social media are Starbucks, Nike, Netflix, and Airbnb.

Overall, We Are Social recorded that there were 139 million social media user identities in Indonesia in January 2024. This number is equivalent to 49.9% of the total national population. Statistical data shows a significant increase in the use of social media in Indonesia over the last few years with the majority of them accessing the platform Instagram. This phenomenon shows that social media, especially Instagram, has become an integral part of the daily lives of Indonesian people. Various factors drive Instagram's popularity in Indonesia. Firstly, its simple and easy-to-use interface makes it a user-friendly platform, especially for those who are new to social media. Second, creative features such as photo filters and stories allow users to express themselves artistically, attracting their interest in continuing to use this platform. Third, the presence of influencers and content creators active on Instagram creates interesting and relevant content for users, strengthening their engagement on the platform.

The development of User Generated Content (UGC) in society has experienced significant growth along with advances in digital technology and shifts in consumer behavior. UGC has drastically changed the dynamics of content creation and distribution. Previously, content production was limited to professionals or big brands. However, with UGC, anyone

with access to the internet can become a creator and disseminator of content, thereby creating democratization in the world of content. Users are no longer just passive consumers of content but are also active in creating and sharing content. This has increased user engagement in online platforms, as well as enrich their digital experience.

Marketing strategy objectives can vary depending on the situation, business goals, and specific market segments. One of them is customer engagement. According to (Annette Franz, 2015), customer engagement is one of the most important goals of a marketing strategy. When customers engage with your brand, they are more likely to buy from you, stay loyal to you, and promote you to others. Through customer engagement, companies gain valuable insight into their customers' preferences, needs, and expectations. By monitoring customer interactions, feedback, and behavior, companies can identify new trends, patterns, and opportunities that can be used to inform strategic decision-making, product development, and customer service improvements. Overall, customer engagement is a key component in a marketing strategy because it helps build strong relationships with customers, increases brand satisfaction and loyalty, expands brand reach, increases sales, and provides valuable insights for companies in achieving their marketing goals.

Of the many companies that use UGC and/or CGC as a marketing strategy, researchers are interested in discussing PT Coca-Cola Indonesia. PT Coca-Cola Indonesia is a subsidiary of The Coca-Cola Company, the world's leading soft drink company. The history of Coca-Cola in Indonesia began in 1927 when Coca-Cola was first introduced. The company has grown rapidly since then, with various beverage products and marketing campaigns launched to expand its market reach in Indonesia.

Before implementing UGC (User Generated Content) and CGC (Company Generated Content), Coca-Cola had used various marketing strategies to strengthen its brand presence in Indonesia by launching various marketing campaigns. Some of these campaigns focus on emotional messages, while others emphasize themes of togetherness, freshness, and an active lifestyle. These campaigns often involve celebrities or local public figures to increase their appeal in Indonesian society. Several events and campaigns held by Coca-Cola include photography competitions, video contests, collaborative content with influencers, and so on.

Coca-Cola Indonesia is starting to utilize marketing strategies involving UGC and CGC on social media including Instagram in line with the growth and popularity of social media in Indonesia which has become a significant communication channel with their customers.

REVIEW OF LITERATURE

Marketing Strategy

Marketing strategy is an important process for a company to achieve its business goals. With an effective marketing strategy, companies can increase sales, increase profitability, and build strong relationships with customers. Theodore Levitt (Levitt, 1960) believes that marketing strategy is the art and science of selecting a target market and developing the right product or service to meet the needs of that target market.

Digital Marketing

Digital marketing is a broad term that covers a wide range of marketing activities that use the Internet and digital technology. According to (Philip Kotler, 2017), digital marketing is the use of digital technology to promote and sell products or services. Meanwhile, according to (Smith, 2017), digital marketing is the application of the internet and other digital technology in marketing activities to achieve marketing goals.

Social Media

Social media is a digital platform that makes it easier for users to interact, share content, and create content via the internet. According to (Bradshaw, 2023), social media is defined as technology that allows users to communicate and interact with each other online. Bradshaw emphasizes the role of social media in shaping public opinion and political agendas, as well as in influencing social behavior.

User Generated Content

User Generated Content (UGC) is all content in the form of photos, text, videos, or other content created by users to be posted and distributed on social media. The content

produced is in the form of stories about users' experiences or opinions when using a particular product or service. A brand can find User Generated Content by looking at the mentions or hashtags of the brand used by its users. After that, the brand account owner will repost and display the content on their social media. This content will be used as marketing material for the brand to display to its followers.

Company Generated Content

Company Generated Content (CGC) is content created and distributed by companies themselves as part of their marketing and communications strategy. This content can take the form of blog articles, social media posts, videos, infographics, white papers, guides, and various other forms of material created for a specific purpose, such as promoting a company's brand, products, or services, building brand awareness, increasing customer engagement, or provide information to the target audience.

Customer Engagement

Customer engagement is a measure to describe the level of enthusiasm between customers and a brand. This interaction can occur in various forms, ranging from questions, comments, and purchases to after-sales service after they make a purchase. According to (Hollebeek, 2017), customer engagement is the ongoing interaction between customers and brands through various channels, which creates strong relationships and influences purchasing behavior and loyalty.

Hypothesis

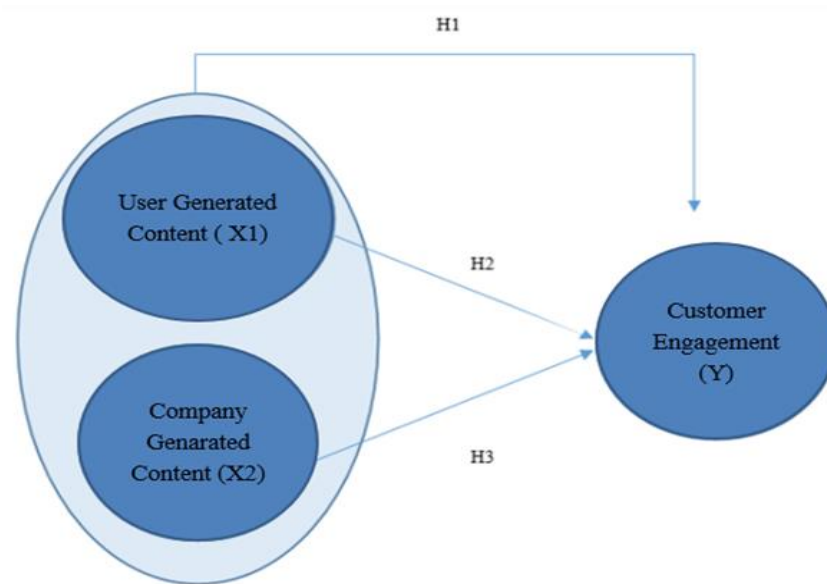


Figure 1.
Research Model

Hypothesis Test:

- H1: UGC and CGC as marketing strategies influence PT Coca-Cola Indonesia's customer engagement.
- H2: UGC as a marketing strategy influences PT Coca-Cola Indonesia's customer engagement.
- H3: CGC as a marketing strategy influences PT Coca-Cola Indonesia's customer engagement.

RESEARCH METHOD

Types of Research

According to (Sugiyono, 2023), quantitative research in looking at the relationship of variables to the object under study is more cause and effect (causal), so that in the research there are independent and dependent variables. From these variables, we then look for how much influence the independent variable has on the dependent variable. Quantitative research can be defined as a research method based on the philosophy of positivism, used to research certain populations or samples, collect data using research instruments, and quantitative or

statistical data analysis, with the aim of testing predetermined hypotheses. Surveys are quantitative research methods used to obtain data that occurred in the past or currently, about beliefs, opinions, characteristics, behavior, and variable relationships and to test several hypotheses about sociological and psychological variables from samples taken from certain populations, data collection techniques with observations (interviews or questionnaires) that are not in-depth, and research results tend to be generalized. In research, surveys can be descriptive, analytical, and exploratory.

The type of research carried out by researchers is quantitative research that uses an explanatory approach. The explanatory approach aims to explain the causal relationship between two or more variables. In this research, there are 2 independent variables, namely User Generated Content and Company Generated Content, and 1 dependent variable, namely customer engagement. Data collected through surveys are in the form of numbers and hypotheses are tested. Researchers use an explanatory approach to explain the influence of User Generated Content and Company Generated Content as a marketing strategy to increase PT Coca Cola Indonesia's customer engagement. For research design, researchers used quasi-experimental, correlational and survey. Quasi-experimental research is carried out by observing the influence of UGC and CGC in situations that do not allow full control to obtain a general picture of UGC and CGC on customer engagement. The method used is collecting data about customer engagement from respondents who have been exposed to UGC and CGC about PT Coca-Cola Indonesia and analyzing the data to determine the relationship between UGC, CGC, and the dependent variable. Correlational is used to analyze the relationship between UGC, CGC, and the dependent variable without manipulating the independent variable. Meanwhile, surveys are used to collect data from respondents through online questionnaires and observations.

Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2023). The target population in this research is individuals who have

consumed or who have the potential to become customers of Coca-Cola products in the future and are involved in online interactions with the brand on the social media platform Instagram.

Sample

(Sugiyono, 2023) defines a sample as part of the number and characteristics of the population. If the population is not clear and known for certain, then the minimum sample size that can be used is 100. Meanwhile, sampling uses non-probability sampling techniques. Non-probability sampling technique is a sampling technique that does not provide an equal opportunity for each member of the population to be selected as a sample. Researchers choose samples based on certain considerations that are considered relevant to the research objectives. One technique of non-probable sampling is purpose sampling. Purposive sampling is a sampling technique based on certain characteristics or characteristics that follow the research objectives. In conducting research, the non-probability sampling technique used by researchers is sampling. This was done because researchers wanted to get in-depth information about the experiences of PT Coca-Cola Indonesia UGC and CGC users.

The number of samples used in the research was 105 respondents and was taken from the population who are consumers of Coca-Cola products in the city of Bandung and are involved in online interactions with the brand on the social media platform Instagram.

RESULTS AND DISCUSSION

Classic Assumption Test

Normality Test

The basis for making decisions on normality tests uses probability plots. The regression model has a normal distribution if the plotting data that depicts the actual data follows a diagonal line. In addition, normality testing can be carried out using One-Sample Kolmogorov-Smirnov statistical analysis, namely by comparing the Kolmogorov-Smirnov calculations with a significance value of 0.05. One-Sample Kolmogorov-Smirnov in non-parametric tests, namely:

If the sig value is > 0.05 then the data is normally distributed

If the sig value < 0.05 then the data is not normally distributed

Table 1.
Normality Test (One-Sample Kolmogorov-Smirnov)

Unstandardized Residuals	
N	105
Asymp.Sig. (2-tailed)	0.200

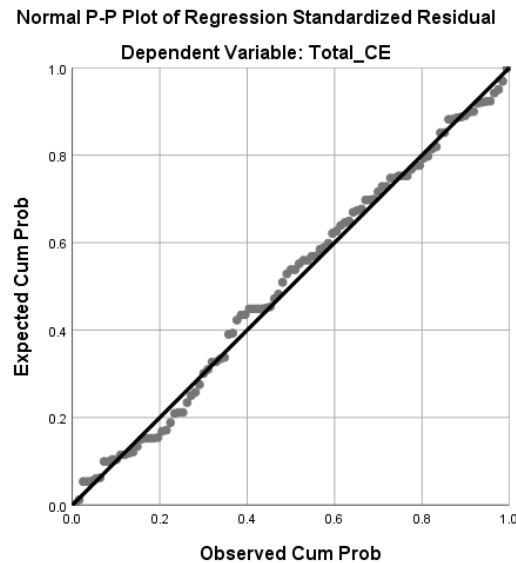


Figure 2.
Probability Plot Data Normality Test Plotting

Source: SPSS processed 2024

Based on the normality test carried out using One-Sample Kolmogorov-Smirnov which is shown in Table 1, the Asymp.Sig (2-tailed) value is 0.200, so it can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test aims to find out whether, in the regression model, there is a high correlation between the independent variables. In a good regression model, there should not be a high correlation between the independent variables. Multicollinearity testing is carried out by analyzing the tolerance value and VIF value. Tolerance values and VIF values are used to measure the variability of independent variables or the relationship between independent variables. Interpretation of the results is as follows:

If the tolerance value is > 0.10 or the VIF value is < 10 then it passes the multicollinearity test.

If the tolerance value is < 0.10 or the VIF value is > 10 then it does not pass the multicollinearity test.

Table 2.
Multicollinearity Test (Tolerance and Variance Inflation Factor)

Variable	Collinearity Statistics	
	Tolerance	VIF
User Generated Content(X1)	0.705	1,418
Company Generated Content(X2)	0.705	1,418

Source: SPSS Processed 2024

Based on table 2 above, the results of the multicollinearity test show that all variables have a tolerance value > 0.10 or a VIF value < 10 so it can be concluded that there are no symptoms of multicollinearity or have passed the multicollinearity test.

Heteroscedasticity Test

Heteroscedasticity testing was carried out via Glejser and with scatterplot graphs. The purpose of this test is to find out whether in the regression model, there is an inequality of variance from the residuals of one observation to another. Heteroskedasticity does not occur if there is no clear pattern (wavy, widening then narrowing) in the scatterplot image and the points spread above and below the number 0 on the Y axis. Another alternative is to use the Glejser method, namely regressing the regression model to get the residual value and then the value The residual is absolute and regression is carried out with other independent variables. If there is an independent variable that has a significant effect on the absolute residual then heteroscedasticity occurs in this regression model. A good regression model is homoscedastic or does not have heteroscedasticity.

Interpretation of the results is as follows:

If the sig value is > 0.05 then it passes the heteroscedasticity test

If the sig value is < 0.05 then it does not pass the heteroscedasticity test

Table 3.
Heteroscedasticity Test (Glejser Test)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant) User Generated	1,921	0.858		2,240	0.027
(Content X1) Company Generated	-0.045	0.050	-0.105	-0.898	0.371
Content (X2)	0.024	0.040	0.072	0.610	0.543

Source: SPSS Processed 2024

Based on Table 3. above, the results of the heteroscedasticity test show that all variables have a sig value > 0.05 , so it can be concluded that there are no symptoms of heteroscedasticity or have passed the heteroscedasticity test, meaning that the independent variable used in this study does not have a significant effect on the dependent variable, namely absolute. error.

Hypothesis Testing

Multiple Liner Regression Equation

The multiple linear regression analysis model is used to obtain regression coefficients which will determine whether the hypothesis created will be accepted or rejected. The results of this analysis refer to the results of the influence of the User Generated Content variable (X1), and the Company Generated Content variable (X2) in increasing Coca-Cola Indonesia's Customer Engagement (Y).

The results of regression analysis with the program (SPSS) version 29 Windows can be seen in the following table:

Table 0.
Summary of Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant) User Generated	3,294	1,458		2,260	0.026

(Content X1) Company Generated	0.437	0.085	0.395	5,163	0,000
Content (X2)	0.419	0.068	0.470	6,142	0,000

Source: SPSS processed 2024

Based on Table 4, the multiple linear regression equation can be written as follows:

$$Y = 3.294 + 0.437X1 + 0.419X2$$

Y = Customer Engagement

X1 = User Generated Content

X2 = Company Generated Content

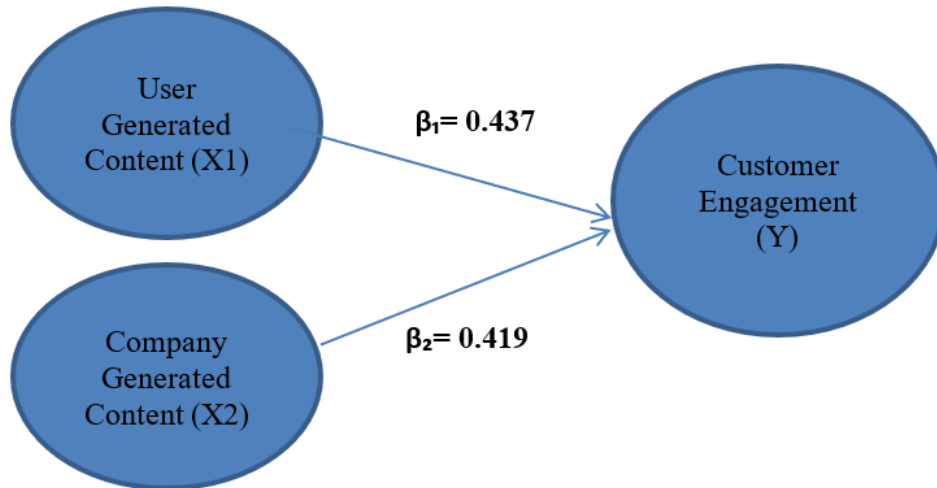
The explanation of the multiple linear regression equation above is as follows:

The constant coefficient value of 3.294 indicates that if User Generated Content (X1) and Company Generated Content (X2) have a value of 0 (zero), then customer engagement (Y) will have a value of 3.294.

- 1) The beta coefficient value of the User Generated Content variable (X1) is 0.437, indicating that User Generated Content has a positive effect on increasing customer engagement. Every 1 unit increase in User Generated Content will increase customer engagement by 0.437.
- 2) The beta coefficient value of the Company Generated Content (X2) variable is 0.419, indicating that Company Generated Content has a positive effect on increasing customer engagement. Every increase of 1 unit of Company Generated Content will increase customer engagement by 0.419.

So the conclusion from the explanation above is as follows:

- a) A positive constant value of 3.294 indicates that when both types of content (User Generated and Company Generated) are zero, customer engagement will have a value of 3.294.
- b) The positive influence of (X1) and (X2) shows that the more User Generated Content and Company Generated Content, the higher the customer engagement.



Source: Researchers Data (2024)

Coefficient of Determination Test Results (R²)

Table 5.
Coefficient of Determination Analysis (R²)

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	0.761	0.579	0.570	1.9253

Source: SPSS Processed 2024

In conducting the coefficient of determination test, researchers used Adjusted R square because Adjusted R square adjusts the R square value based on the number of variables in the model which helps avoid over-interpretation of the goodness of the model. So it can provide a more accurate picture of the contribution of the independent variable to the dependent variable after considering the number of independent variables.

Based on the results of the coefficient of determination test, it is known that the Adjusted R Square (R²) value is 0.570, which means that the ability of the independent variable is strong enough to provide almost all the information needed to predict variations in the dependent variable. Analysis calculations are carried out using the following formula:

$$\begin{aligned}
 D &= \text{Adj } R^2 \times 100\% \\
 &= 0.570 \times 100\% \\
 &= 57\%
 \end{aligned}$$

The coefficient of determination / Adj R Square value of 0.57 or 57% indicates that the User Generated Content (X1) and Company Generated Content (X2) variables can explain the increase in Coca-Cola Indonesia's customer engagement (Y) variable by 57% while the remaining is 43% explained by other factors outside this research model.

F Test Results

The F test is used to determine whether all independent variables (User Generated Content and Company Generated Content) influence the dependent variable (Customer Engagement).

Interpretation of the results is as follows:

- 1) If the probability (significance) value is < 0.05 then the independent variables jointly influence the dependent variable.
- 2) If the probability (significance) value is > 0.05 then the independent variables together do not affect the dependent variable.

Table 6.
F Test Results

	Model	Sum of squares	Df	Mean square	F	Sig
1	Regression	519,297	2	259,648	70,046	0.000b
	Residual	378,094	102	3,707		
	Total	897,390	104			

Source: SPSS Processed 2024

Based on the results of the analysis carried out, the calculated F value was 70.046 and the sig value was 0.000, which means that the User Generated Content and Company Generated Content variables simultaneously influenced customer engagement by 70.04%. Coca-Cola Indonesia can use User Generated Content and Company Generated Content to increase customer engagement.

T Test Results

The t-test (partial test) is used to test the influence of each independent variable (User Generated Content and Company Generated Content) on the dependent variable (Customer Engagement).

Interpretation of the results is as follows:

- 1) If the calculated t value > t table or sig < 0.05 then H0 is rejected and Ha is accepted

2) If the calculated t value < t table or sig > 0.05 then Ha is rejected and H0 is accepted

Table 7.
T Test Results

Variable	Unstandardized Beta Coefficient	Q	Sig
User Generated Content (X1)	0.437	5,163	0,000
Company Generated Content (X2)	0.419	6,142	0,000

Source: SPSS Processed 2024

The influence of the independent variable on the dependent variable partially is as follows:

- 1) The calculated t value of the User Generated Content (X1) variable is 5.163 > the t table value is 1.65978 and the sig value is 0.000 < 0.05 so that H0 is rejected and Ha is accepted. This means that User Generated Content partially influences Coca-Cola Indonesia's increase in customer engagement.
- 2) The calculated t value of the Company Generated Content (X2) variable is 6.142 > the t table value is 1.65978 and the sig value is 0.000 < 0.05 so H0 is rejected and Ha is accepted. This means that Company Generated Content partially influences Coca-Cola Indonesia's increase in customer engagement.

CONCLUSION

User Generated Content and Company Generated Content has a positive and significant influence in increasing customer engagement on PT Coca Cola Indonesia's Instagram social media. UGC, which is consumer-generated content such as reviews, photos, videos, and comments, provides a sense of authenticity and authenticity that builds trust and emotional connections with other consumers. When users see content created by fellow consumers, they tend to feel more connected and motivated to engage with the brand.

On the other hand, CGC, namely content created and published by companies, such as advertising, promotional campaigns, and product information, provides structured, consistent, and high-quality information that supports the company's brand image and reputation. Good CGC usually displays attractive visuals, clear messages, and effective calls to action to encourage user interaction.

User Generated Content has a positive and significant influence in increasing customer engagement on PT Coca-Cola Indonesia's Instagram social media. User Generated Content (UGC) that is effective in increasing customer engagement has the following characteristics:

a. Originality

Original UGC reflects the authenticity and uniqueness of the user experience, making it more attractive and trusted by the audience. Original content can be honest reviews, photos, or videos that are not produced by the company, but rather by the customers themselves.

b. Creativity

Creative content tends to attract more attention and encourage interaction. Users who participate in innovative and interesting ways, such as through challenges, contests, or the use of filters and special effects, can increase engagement.

c. Involvement

UGC that encourages active participation from the audience, such as an invitation to share stories or personal experiences, increases users' sense of ownership and engagement. This content can take the form of surveys, polls, or interactive campaigns that invite users to contribute.

d. Credibility

UGC's credibility is critical to building trust. Content that comes from trusted sources, such as influencers or loyal customers, increases engagement because it is considered more honest and unbiased.

e. Relevance

UGC that is relevant to the brand and target audience will be more effective. Content that matches your audience's interests, needs, and preferences will trigger more responses and interactions.

The more User Generated Content (UGC) that is produced, the more customer engagement will increase because a high volume of UGC can create a dynamic and interactive environment, where users feel more involved and motivated to participate. UGC increases a sense of community and trust among users, as content that comes from fellow

consumers tends to be more trustworthy and relevant, ultimately driving higher engagement, sharing, and brand loyalty.

Company Generated Content has a positive and significant influence in increasing customer engagement on PT Coca-Cola Indonesia's Instagram social media. Company Generated Content (CGC) that is effective in increasing customer engagement has the following characteristics:

a. Customer Engagement

Company Generated Content (CGC) designed to encourage direct interaction with customers, such as interactive content (e.g., quizzes, polls), webinars, and Q&A sessions, can significantly increase customer engagement.

b. Conversion Optimization

Content that leads customers through the buying journey, such as product demos, testimonials, and case studies, can increase conversions. This content provides customers with the information they need to make faster purchasing decisions.

c. Content Marketing

Company Generated Content that focuses on providing value and education to audiences, such as blogs, whitepapers, and e-books, can increase engagement by offering useful and relevant insights to customers.

d. Social Media Marketing

CGC optimized for social media, such as attractive visuals, short videos, and interesting stories, can reach a wider audience and encourage interactions such as likes, shares, and comments.

e. Digital Analytics

Content-based on digital analytics and accurate customer data can be tailored to meet specific audience needs and preferences, thereby increasing relevance and engagement.

The more Company Generated Content (CGC) that is produced, the more customer engagement will increase because varied and frequently updated CGC creates more opportunities for customers to interact with relevant and interesting content. This strengthens their engagement with the brand through education, entertainment, and direct interaction, ultimately increasing loyalty and conversions.

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