

## THE INFLUENCE OF INFLUENCER MARKETING, SOCIAL MEDIA MARKETING, AND CAMPAIGNS ON FASHION CUSTOMER LOYALTY IN THE TIKTOK APP (STUDY ON CONVERSE BRAND)



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### Abstract

The digital age has turned TikTok Shop into a transformative phenomenon in the global e-commerce landscape, particularly in the fashion industry. TikTok Shop creates an immersive and interactive shopping experience by integrating entertainment and shopping in one ecosystem. The platform has seen significant transaction growth in Indonesia, making it one of the fastest-growing e-commerce markets. This research seeks to measure the impact that influencer marketing, promotion on social media, and campaigns on customer devotion in the fashion sector on the TikTok App, with a focus on the Converse brand. The research problem addresses the challenge of maintaining customer loyalty in a competitive digital environment where engagement and sales show alarming trends. This research uses an associative quantitative approach with a survey method using a digital questionnaire distributed through Google Forms. The sample consisted of 200 respondents who are active users of the TikTok application in Cirebon City aged 18-40 years and familiar with the Converse brand. Data collection used technique of purposive sampling, and the analyses were conducted using SPSS within validity, reliability, and the analysis of multivariate linear regression tests. The findings demonstrated that influencer marketing, promotion on social media, and campaigns have a favourable and noteworthy impact on customer devotion. Regression analysis shows that the three factors together affect the loyalty of client by 43.6%, while 56.4% is influenced by other factors outside this study. Therefore, Converse needs to continue developing innovative and interactive digital marketing strategies according to audience preferences in the digital

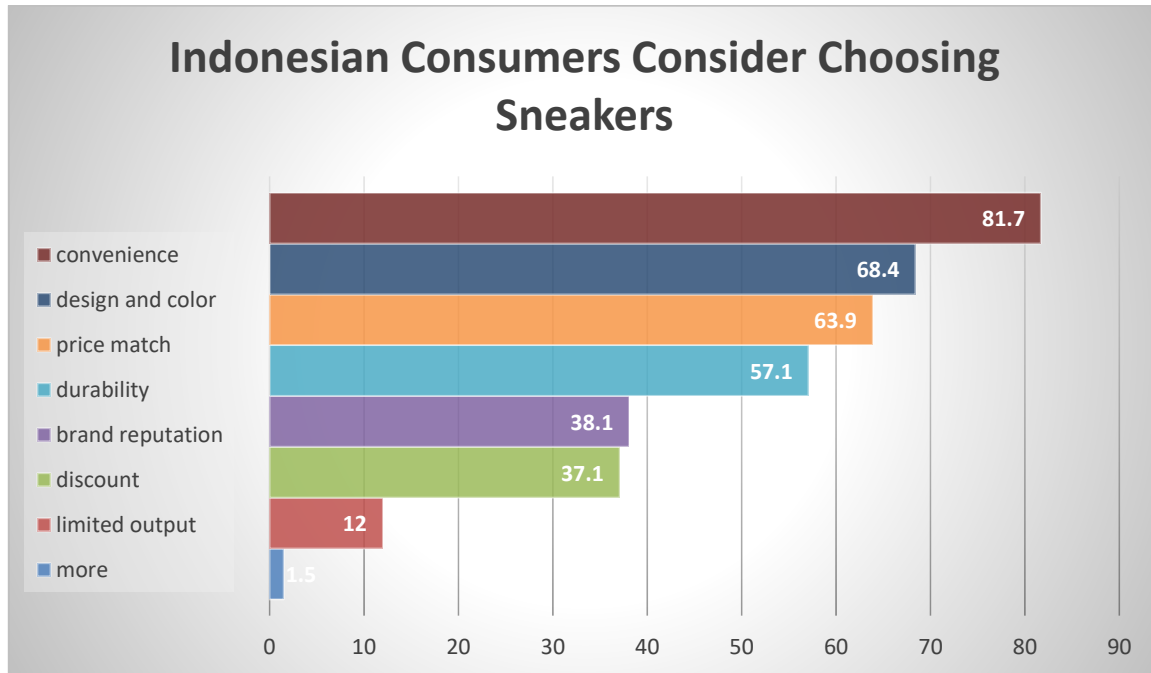
**Keywords:** Influencer Marketing, Social Media Marketing, Campaign, Customer Loyalty

## INTRODUCTION

In the digital age, TikTok Shop has become a transformative phenomenon in the global e-commerce landscape, changing the way consumers discover and purchase fashion products. As a platform that combines entertainment and shopping in one ecosystem, TikTok Shop creates an immersive and interactive shopping experience like never before. The platform has seen significant transaction growth in Indonesia, making it one of the fastest growing e-commerce markets. This phenomenon is driven by the platform's ability to integrate engaging short video content with instant shopping features, allowing users to purchase the products they see without leaving the app.

TikTok Shop is growing in popularity among Generation Z and millennials who are looking for an authentic and personalized shopping experience. TikTok users are known to be highly influenced to buy products after seeing them on the platform, and are more likely to buy from brands that showcase their products through creative and engaging content. This trend has created an opportunity for fashion brands to connect with consumers through a more dynamic and interactive marketing approach, and change the traditional paradigm of how consumers interact with fashion products before making a purchase.

**Table 1**

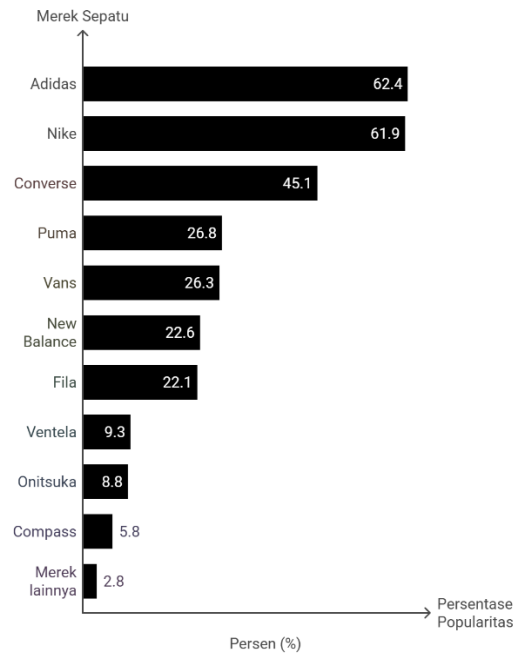


Source: KIC 2023

In Indonesia, there are various types and brands of sneakers for sale, both from local and international industries. Although originally designed for sports, sneakers have now become part of people's lifestyle. Based on a Kurious survey by Katadata Insight Center (KIC), comfort is the main factor for Indonesian consumers in choosing sneakers, with 81.7% of respondents stating that reason. In addition, 68.4% of respondents consider attractive designs and colors, while 63.9% choose because of price compatibility. Other factors include product durability (57.1%), brand reputation (38.1%), and the presence of promos or discounts (37.1%). Only a small percentage of respondents, 1.5%, chose sneakers because

they were limited editions, and another 1.5% had different reasons outside the categories mentioned.

**Table 2**  
**Indonesia's Most Favored Sneaker Brands (February 2023)**



Sumber : KIC 2023

Converse, as one of the iconic shoe brands, occupies an important position in the sneakers market in Indonesia. Based on the results of the Kurious survey from Katadata Insight Center (KIC) in February 2023, Converse managed to rank third as the most preferred sneakers brand among Indonesians with a percentage of 45.1% respondents who liked this brand. This position puts Converse below Adidas (62.4%) and Nike (61.9%) in Indonesian consumers' preferences. The survey, which involved 399 respondents from various parts of Indonesia, also revealed that the majority of consumers choose sneaker brands because of the comfort factor (81.7%) and attractive shoe designs and colors (68.4%), aspects that have been Converse's strengths over the years.

Customer loyalty cannot be achieved easily, but requires a long process to convince consumers that Converse is the best sneakers brand. Converse, as a fashion company, plays a role in building consumer trust, as evidenced by the innovations introduced to give the best to consumers. However, consumers' attachment to the brand encourages repeat purchases, thus making consumers loyal to the Converse brand.

Customer loyalty is a crucial factor for the survival of fashion brands like Converse in the competitive digital era. Customer loyalty is characterised as a firmly held dedication to buying a preferred goods or services consistently going forward, irrespective of the circumstances factors and advertising campaigns that could result in behavioral changes. According to Putri et al. (2024), loyalty is a commitment given by customers as a form of satisfaction with the company by making repeated purchases consistently. In the context of

TikTok Shop, customer loyalty is manifested through repeat purchases, recommendations to friends, positive interactions with brand content, and resistance to competitive offers. For brands like Converse, building customer loyalty not only results in increased sales, but also creates a community of brand advocates in a highly connected digital ecosystem.

Influencer marketing is emerging as an effective strategy to influence customer loyalty on TikTok. Influencers, as individuals who have significant influence in a particular digital community, can help brands like Converse build trust and authenticity through relevant and personalized content. According to Maulidiyah & Handoko (2024), these influencers usually have strong trust and relationships with their followers, so their recommendations are considered more authentic than traditional advertising. Through collaboration with influencers who align with the brand values, Converse able to provide information that appeals to its boost brand recognition among the target population, and facilitate deeper emotional connections. The right influencer marketing strategy not only increases product visibility but also strengthens brand perception and encourages ongoing interaction, which ultimately contributes to strengthening customer loyalty.

Social media marketing is an important pillar in Converse's digital strategy to build customer loyalty on TikTok. Through this approach, brands can create and distribute interesting and relevant content, interact directly with customers, and build a vibrant online community. According to Makna & Amron (2023), as technology develops, social media can also be used as a medium to promote products sold by businesses. The success of social media marketing depends on the capabilities of the brand to produce content that is authentic, entertaining, and provides added value to its audience. For Converse, the social media marketing strategy on TikTok involves creating creative content that showcases products in an aspirational lifestyle context, styling tutorials, and user-generated content that encourages active participation from the community. By utilizing TikTok's interactive features such as duets, stitches, and challenges, Converse can create an immersive and participatory brand experience that strengthens emotional bonds with customers and drives long-term loyalty.

A structured and integrated marketing campaign plays a vital role in creating the momentum and consistency needed to build Converse customer loyalty on TikTok. According to Fadhillah et al. (2023), a Public Relations campaign is one of the communication techniques that can be used by Public Relations to achieve company or organization goals. An effective campaign combines various elements of digital marketing, including influencer content, community activation, and sales promotion, in a cohesive and compelling narrative. Through campaigns like #ConverseStyleStories, brands can create multi-dimensional experiences that engage customers at various touchpoints, from initial awareness to purchase and post-purchase advocacy. Well-designed campaigns not only drive short-term sales but also reinforce brand value, create memorable cultural moments, and build shared stories between brands and consumers. In the context of TikTok Shop, campaigns that blend entertainment, education, and ease of transaction have proven to be most effective in influencing purchase decisions and driving customer loyalty for fashion brands like Converse.

Based on this background, we would like to conduct a study to measure the impact that *influencer marketing*, promotion on social media, and campaigns on customer fidelity in the fashion sector on the Tiktok App (Converse Brand). A significant decline in sales and

*engagement* indicates challenges in maintaining client devotion, hence it's critical to understand the extent to which the three factors can influence loyalty and their contribution to brand performance in a competitive market.

## REVIEW OF LITERATURE

### **Influencer Marketing**

Influencer marketing has become a key strategy in influencing consumer purchasing decisions. According to Hariyanti & Wirapraja (2021) in Alifa & Saputri (2022) , The practice of designating a person or figure as an influencer in social media users who are acknowledged to have an impact on the opinions expressed to all followers as well as venue for utilising influencers to promote a brand (e.g., by volunteering to test items, hosting exclusive events, etc.), which aims to encourage product endorsements from influencers and cultivate a reputation among influencers, who frequently have a sizable following with an viewers (possible buyers).

### **Social Media Marketing**

The use of social media marketing is crucial in building relationships with buyers on digital platforms. According to Pelealu (2021) content is what social media is about that contains data produced that humans have generated using Technology for publishing is widely available, and aims to help people engage, communicate, and exert influence over other people and the populace at large, which is designed and implemented as a strategy for product promotion to encourage brands and companies. According to Kotler & Keller, (2016) social media advertising is "*online activities programs as well as initiatives meant to customers or potential customers and either directly or indirectly increase awareness, enhance perception, or stimulate sales of goods and services.*" Social media marketing is an activity that involves marketing communication that draws customers in a variety of ways by using electronic media strategies for raising awareness, company image additionally, boost sales of products or services.

### **Campaign**

An integrated campaign is a determining factor in building brand awareness and loyalty. According to Rachman, (2022) Campaign is a series of planned efforts and actions in communicating a value or several values to gain support from people (in this case, potential buyers). Entymologically, campaign has a slice with the word champion (champion) so that in another meaning, the campaign is the best content presented to the audience. The benchmark of a good or bad campaign is not seen from how aesthetic or beautiful the content is, but from how well the *key message* of the campaign conveys the *value* of the brand and product to the audience. However, in this era, aesthetic values must still be considered because they can be the perfect support in packaging campaigns (the need to fulfill audience tastes).

### **Customer Loyalty**

According to Siswati et al., (2024) Having devoted customers is a form of customer loyalty to a product or company because the company is able to provide the best service, resulting in satisfaction and a positive image from the customer's mind. According to Siswati, et al (2024: 47) Customer loyalty is crucial for businesses, as if customers are capable of show their loyalty, customers will not hesitate to provide brand or product recommendations

to potential customers. In fact, customers will buy products or use services available from the company more often. By providing fulfilled needs, the customer will feel satisfied with what he wants. So that customers will tend to make repeat purchases and become promoters of the product. Thus, customers will not switch to other competitors

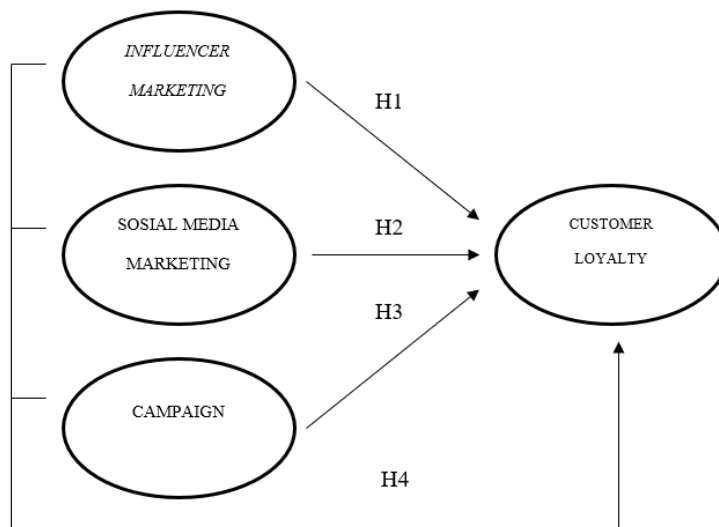
## RESEARCH METHOD

The research approach used is associative quantitative investigation. As stated by Sugiyono (2016: 28) qualitative or quantitative data can be expressed as numbers that is scaled / scoring.

To acquire data, a survey was utilised method with an enquiry instrument that was distributed digitally using the Google Forms platform. The questionnaire contains a series of written questions designed to obtain information from respondents who match the research criteria. The sample is among of the attributes and quantity of the populace (Sugiyono, 2022) . The sample determination in this study was carried out based on the guidelines of Roscoe (1975) , which suggests that a feasible sample size for research ranges from 30 to 500 respondents. For research with regression analysis, the recommended sample size is ten times more than the quantity of independent factors (Roscoe, 1975). The sampling technique within this research used *Purposive sampling in conjunction with non-probability sampling* (Ghozali, 2013) . Based on this rule, this study used 200 respondents, who are active TikTok app users in Cirebon City with ages ranging from 18 to 40 and are familiar with the Converse brand.

To measure the research variables, a Likert scale is used which allows the development of various indicators. Sugiyono (2013) explains that the Likert scale is a measurement instrument commonly used in research to assess the level of agreement or disagreement of respondents with a statement, including measuring attitudes, opinions, and perceptions.

The impact of *Influencer Marketing*, Social Media Marketing and Campaigns on Customer Loyalty in the fashion industry, with a case study on the Converse brand. The data were gathered for this investigation through a survey using a enquiry distributed to respondents who fit the research criteria. To analyse the data, SPSS (Statistical Package for the Social Sciences) was used, which includes validity, reliability, and examination of several linear regressions in order to ascertain how independent variables affect the dependent one. The one that research framework used in this investigation can be seen in Figure 1 below.



**Figure 1**  
**Research Framework**

In this study, Influencer Marketing, Social Media Marketing, Campaigns, and Customer Loyalty to determine how much influence Influencer Marketing, Social Media Marketing, and Campaigns have on Customer Loyalty to Converse fashion products. Therefore, Table 1 shows the definition of operational variables used employed in this research to measure the connection among these factors.

**Table 1**  
**Operational Definition of Variables**

Variables	Dimensions	Indicator	Reference
<b>Influencer Marketing</b>	1. Visibility	1. Number of Followers	According to Rossiter and Percy in Alifa and Saputri (2022)
	2. Credibility	1. Expertise 2. Trust	
	3. Attraction	1. Fun 2. Similarities	
	4. Power	1. Influence	
<b>Social Media Marketing</b>	1. context	1. Way of Serving 2. Message Design	According to Heuer in Sanjaya (2020)
	2. communication	1. Admin Response	
	3. collaboration	1. Interaction 2. Audience Engagement	
	4. connection	1. Continuous relationship 2. Reciprocity	
<b>Campaign</b>	1. Positioning	1. Establishing a Brand 2. Strengthen the Brand	According to Haris Rachman (2022: 5)

	2. Brand Awareness	1. Increase Brand Awareness 2. Product Identification	
	3. Campaign	1. Increase page visitors	
<b>Customer Loyalty</b>		1. Repurchase	According to Amanda (2019: 68) in Siswati, et al. (2024: 51)
		2. More Purchases	
		3. Frequency of Visit	
		4. Recommendation	
		5. Durability	

## RESULTS AND DISCUSSION

### Validity Test

#### Influencer Marketing

Item	r count	r table	Description
IM1	0.539	0.138	VALID
IM2	0.551	0.138	VALID
IM3	0.595	0.138	VALID
IM4	0.683	0.138	VALID
IM5	0.718	0.138	VALID
IM6	0.664	0.138	VALID

The aforementioned findings indicate that the  $r_{count}$  value for the Influencer Marketing, the question displays everything  $r_{count}$  values  $> r_{(table)}$  (0.138). The outcomes of the calculation of  $r_{table}$  obtained a value of 0.138, which can be acquired from the value of  $r_{table}$  for  $n-2 = 200-2 = 198$ , 5% as the significance level. Therefore, everything of one could argue that the aforementioned queries are legitimate.

#### Social Media Marketing

Item	r count	r table	Description
SMM1	0.193	0.138	VALID
SMM2	0.222	0.138	VALID
SMM3	0.769	0.138	VALID
SMM4	0.762	0.138	VALID
SMM5	0.798	0.138	VALID
SMM6	0.765	0.138	VALID
SMM7	0.785	0.138	VALID

According to the aforementioned findings, it is known that  $r_{count}$  value regarding the Social Media Marketing the query displays everything  $r_{count}$  values  $> r_{(table)}$  (0.138). The outcomes from the calculation of  $r_{table}$  obtained a value of 0.138 the fact that sourced from the value of  $r_{table}$  for  $n-2 = 200-2 = 198$  a five percent significance level. All OK, the aforementioned queries can be considered legitimate.

**Campaign**

Item	r count	r table	Description
KPY1	0.605	0.138	VALID
KPY2	0.683	0.138	VALID
KPY3	0.677	0.138	VALID
KPY4	0.689	0.138	VALID
KPY5	0.497	0.138	VALID

The aforementioned findings indicate that the  $r_{count}$  value regarding the Campaign questions demonstrates that everything  $r_{(count) values} > r_{(table)}$  (0.138). The outcomes from the calculation of  $r_{table}$  obtained an amount of 0.138. It has been sourced from the value of  $r_{table}$  for  $n-2 = 200-2 = 198$  5% as the significance level. Consequently, all of one could argue that the aforementioned queries are legitimate.

**Customer Loyalty**

Item	r count	r table	Description
LP1	0.742	0.138	VALID
LP2	0.762	0.138	VALID
LP3	0.713	0.138	VALID
LP4	0.551	0.138	VALID
LP5	0.795	0.138	VALID

Based on the results above, it is known that the  $r_{count}$  value for the Customer Loyalty question shows all  $r_{(count) values} > r_{(table)}$  (0.138). The results of the calculation of  $r_{table}$  obtained a value of 0.138 which can be acquired from the value of  $r_{table}$  for  $n-2 = 200-2 = 198$  at the 5% significance level. Thus, all of the aforementioned queries can be considered legitimate.

**Reliability Test**

The quality of reliability is a measuring instrument used to assess an enquiry that functions as a measure of a variable or concept. Questionnaires are considered dependable or trustworthy if the respondent's response to each item remains steadily or consistently throughout time. According to (Sugiyono, 2022) When the value of Cronbach Alpha exceeds 0.60, the statements in the survey have been deemed trustworthy.

No.	Variables	Cronbach's Alpha	Description
1.	Influencer Marketing	0,688	Reliable
2.	Social Media Marketing	0,758	Reliable
3.	Campaign	0,616	Reliable
4.	Customer Loyalty	0,763	Reliable

It is evident from the following table that the dependability test yielded the value of all factors higher than 0.60, which in accordance with is considered dependable in relation to the requirements.

**Multiple Regression Analysis Test**

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			

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1	(Constant)	-1,569	1,726		-,909	,365
	Influencer Marketing	,311	,062	,291	5,034	,000
	Social_Media_Marketing	,301	,043	,405	6,945	,000
	Campaign	,244	,079	,184	3,093	,002

a. Dependent Variable: Customer Loyalty

In light of the aforementioned findings, It is possible to arrange the multiple linear regression equation as follows:

$$Y = -1.569 + 0.311X_1 + 0.301X_2 + 0.244X_3 + e$$

- 1) Constant Value ( $\alpha$ ): The constant value of -1.569 indicates that if all independent variables (Influencer\_Marketing, Social\_Media\_Marketing, and Campaign) are zero, then Customer Loyalty is predicted to be -1.569. This negative value may not have a practical interpretation, as it is difficult to imagine a condition where there is no marketing activity at all.
- 2) Influencer\_Marketing ( $X_1$ ) = 0.311 This implies that each and every one unit of Influencer marketing will grow in popularity, Customer Loyalty by 0.311 units, assuming other variables remain constant.
- 3) Social\_Media\_Marketing ( $X_2$ ) = 0.301. This means that every unit gain in Social\_Media\_Marketing will become more Customer Loyalty by 0.301 units, assuming other variables remain.
- 4) Campaign ( $X_3$ ) = 0.244. Consequently, for every unit increase in the Campaign, are going to increase Customer Loyalty by 0.244 units, assuming other variables remain constant.

### T Test

Model		Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
		B		Beta		
1	(Constant)	-1,569	1,726		-,909	,365
	Influencer Marketing	,311	,062	,291	5,034	,000
	Social_Media_Marketing	,301	,043	,405	6,945	,000
	Campaign	,244	,079	,184	3,093	,002

a. Dependent Variable: Customer Loyalty

- 1) **Influencer Marketing on Customer Loyalty** The partial T test results show that the Influencer Marketing variable possesses a t-value of 5.034 having the importance of 0.000 ( $p < 0.05$ ). Because the significance value is below 0.05, While H is accepted, Ho is denied. This shows that Influencer Marketing in part possesses a positive and substantial impact on Customer Loyalty. The regression coefficient of 0.311 suggests that every a rise of one unit in Influencer Marketing activity will go up Customer Loyalty by 0.311 quantities, assuming other variables remain constant.

- 2) The partial T test results show that the Social **Media** Marketing variable has a t value of 6.945 with a significance of 0.000 ( $p < 0.05$ ). Because the significance value is less than 0.05,  $H_0$  is disregarded as well as  $H_1$  is approved. This shows that Social Media Marketing possesses a partial positive and significant effect on Customer Loyalty. The regression coefficient of 0.301 indicates that each one unit increase in Social Media Marketing activities will increase Customer Loyalty by 0.301 units, with the assumption that other factors stay the same. Based on the standardized Beta value (0.405), this variable has the most dominant influence compared to other variables.
- 3) **Campaign on Customer Loyalty** The partial T test results show that the Campaign variable possesses a t value of 3.093 having the importance of 0.002 ( $p < 0.05$ ). Because the significance value is less than 0.05,  $H_0$  is refused as well as  $H_1$  is accepted. This shows that the Campaign possesses a partial positive and notable impact on Customer Loyalty. The regression coefficient of 0.244 suggests that every a rise of one unit in Campaign activity will rise Customer Loyalty by 0.244 quantities, assuming other variables remain constant.

### F Test

The F test is employed to demonstrate if the autonomous variables collectively or concurrently have an impact on the dependent variable that was examined at the 0.05 threshold (Ghozali, 2013).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	974,148	3	324,716	50,520	,000 <sup>b</sup>
	Residuals	1259,772	196	6,427		
	Total	2233,920	199			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Campaign, Influencer\_Marketing, Social\_Media\_Marketing

In light of the outcomes above, the calculated F value is  $50.520 > 2.65$  F table, as well as important for Influencer Marketing, Social Media Marketing, and Campaigns, is 0.000 or below 0.05. Thus, the Influencer Marketing, Social Media Marketing, and Campaign regression models simultaneously affect Customer Loyalty.

### Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,660 <sup>a</sup>	,436	,427	2,535

a. Predictors: (Constant), Campaign, Influencer\_Marketing, Social\_Media\_Marketing

Based on the outcomes of the previously mentioned coefficient of determination, the amount of R Square is 0, 436. This statistical computation's outcomes indicate that the independent variables' capacity to (Influencer Marketing, Social Media Marketing and

Campaigns) in order to clarify variations in the dependent variable (Influencer Marketing, Social Media Marketing and Campaigns) is 43.6%, the remainder of 56.4% is accounted for by factors not included in the regression model under study.

## CONCLUSION

This research shows that Influencer Marketing, Social Media Marketing, and Campaigns possesses a major impact on Converse brand customer loyalty at TikTok Shop. Collaboration with influencers can increase customer trust and engagement, while engaging and interactive social media marketing strategies can strengthen customer relationships with brands. Effective campaigns contribute to building brand awareness and increasing customer engagement.

The regression analysis results reveal that these three factors together influence customer loyalty by 43.6%, while 56.4% is impacted by variables not included in the scope of this investigation. Therefore, to maintain competitiveness and customer loyalty, Converse needs to continue developing digital marketing strategies that are innovative, interactive, and in line with audience preferences in the digital age.

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