



THE RELATIONSHIP QUALITY ON PURCHASE INTENTION THROUGH CELEBRITY ENDORSEMENT IN GENERATION X-Y-Z ON SOCIAL MEDIA: INSTAGRAM, TIK TOK, AND YOUTUBE

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Abstract: Relationship quality can be built by retaining customers and encouraging them to keep buying. The quality of the relationship is an important factor in making customers feel trust and satisfaction when purchasing a product. There are opportunities for sellers to provide services that can attract customers and survive in the long term. The purpose of this study is to determine the relationship between relationship quality and its influence on purchase intention, loyalty intention, and participation intention, as well as the influence of celebrity endorsement attractiveness. This study was conducted in Indonesia from April to May 2022. A total of 138 respondents came from different backgrounds and were active users of one or more of the social media platforms such as Instagram, TikTok, and Youtube. The results obtained indicate that there is a positive influence of relationship quality on purchase intention, loyalty intention, and participation intention. Next, social media marketing activity has a positive effect on relationship quality. Then, celebrity endorsements do not have a positive effect on purchase intention.

Keywords: Relationship Quality, Social Media Marketing Activity, Purchase Intention, and Celebrity Endorsement

I. INTRODUCTION

Relationship quality is an important variable that can be understood and implemented (Bejou et al., 1996). Relationship quality is the full range of dimensions of a strong relationship that include satisfaction, trust, and commitment (Hennig-Thurau et al., 2002). Sornsri and Zhu (2019) proposed that when a company and a customer form a relationship, people can determine the opportunities based on cost. When customers accept a higher than expected value, the company and the customers form a strong bond (Thibaut & Kelley, 2017). Partanen & Möller (2012) mentioned that relationship quality is defined as customer awareness towards needs, willingness, and goals, with hope and target. In their study, they found that the quality of the relationship between users and social networking sites becomes an intermediary to the influence of social support and the quality of social networking sites in the interest of using social commerce and the sustainability of using social networking sites (Yadav & Rahman, 2018).

As a part of social media, social networking sites can be used by the company to create direct communication and a good relationship with customers (Pollák & Markovic, 2021). Therefore, with social media, customers can communicate with each other, create and share content, and build relationships through the event (Libai *et al.*, 2010). Besides, with the emergence of customer loyalty, it is important to develop and maintain the functional and emotional aspects of the long-term relationship between companies and customers (Naz et al., 2021). A few studies have investigated how the company uses customer participation in various aspects, such as the creation of ideas and concepts (Joshi & Sharma, 2004). The role of the customer is to increase loyalty and help build a profitable relationship with the customer to lead to the retention of a company (Bandapudi & Leone, 2003). Purchase intention is related to behavior and is like a reaction against a brand or certain products (Kim, H. J., & Lee, 2009). The customer relationship is based on customer behavior toward a brand, and we can expect that relationship to influence purchase intentions (Gautam & Sharma, 2017). It is well known that celebrities influence customer perception and have a positive impact on credibility, memory, and the rating of advertisements, as well as purchase intentions (Lafferty et al., 2002; Pringle & Binet, 2005; Roy, 2006).

This previous study to prove the relationship quality against purchase intention to form customer relationship to brand of produk. However, the previous research rarely relates to celebrity endorsement as an appeal that affects purchase intention and builds the quality of the relationship between the customer and the official store on three social media platforms in Indonesia: Instagram, Tiktok, and YouTube.

Based on the above explanation, the purpose of this research to find there relation between relationship quality to social media marketing activity, loyalty intention, participation intention and connection celebrity endorsement with purchase intention through social media, and as well to know that the promotions through celebrity endorsements in social media can have a high buying attraction for customers from generation x to generation z.

II. LITERATUR REVIEW

Social Media Marketing Activity

Deepika and Srinivasan (2018) define social media marketing as the use of a social media and website platform to promote products and services, because marketers are always looking for new media to expand their target audience. Since the increase of users on social media, many people have tried to find a way to get some information from the public as a source of added information to traditional media (Saboo et al., 2016; Shareef et al., 2019). The importance of using social media is obtained from the interaction and connection with another user and the content created by an organization, company, or individual (Wibowo et al., 2021). The strategies of marketing on social media refer to the organization's activity that changes the communication of social media (network) and interaction (affect) by means of strategies to get the marketing result they want (Li et al., 2020). According to Adiyono Niko, Syah, T.Y.R., and Anindita (2021), the development of social media marketing is important to remind businesses that they must build a group or target the market with mutual respect and maintain open communication with the target market. On social media marketing activities, brands have a focus on two-way communication in response to a message or comment and to offer an alternative solution, share content, and also provide new information that is broadly accurate about the product (Nart et al., 2020).

Relationship Quality

Relationship quality is the factor that increases profit from both sides (Casidy & Nyadzayo, 2019). As a result, relationship quality can be defined as starting to continue on purchase intent (Su et al., 2016). Relationship quality as a level of relationship match to meet the needs of customers in relationships (Ruswanti & Lestari, 2016) Tajvidi et al. (2020) note that the main focus of relationship marketing is the establishment of relationships between the two parties, namely the service provider and customer.

Purchase Intention

Purchase intention is based on consumer perception of the underlying aspects of the product; one of the supporting factors is the packaging feature and product quality, which cause the buyer's tendency to form their own opinions about the wide range of products available in the market (Yulianingsih, Syah, T.Y.R., and Anindita, 2019). Basically, buying intent is a big benchmark for good predictions of individual behavior and expectations (Sidharta, Syah, & Saptaningsih, 2021). According to Schiffman and Kanuk (2009), purchasing willingness is the possibility of customers purchasing a product that increases their likelihood of doing so. If some knowledge has been gathered, customers tend to analyze, consider, compare, and make actual purchases (Wibowo *et al.*, 2021). Purchase Intention is defined as a consumer's projected behavior of purchasing and buying products repeatedly when consumers make the decision to buy products and will return to buy them (Kasornbua & Pinsame, 2019).

Loyalty Intention

Customer Loyalty as an important factor in the success and profitability of the organization (Indrawati, Elizar, Syah, 2020). Customer loyalty is the long standing ability of customers who survive to buy from sellers (Edvardsson et al., 2000). This is also echoed in the study of Kulsum & Syah (2018) who suggest that Loyal customers have made a commitment to buy back subscriptions on products or services, despite the situation and potential marketing efforts that will result in behavioral displacement.

Participation Intention

Algesheimer et al. (2005) indicated that Customer Participation as a motivation to interact and work with the customer community. Customers with high participation intentions are interested in helping other customers and participating in joint activities (Carlson et al., 2019; Liao et al., 2017). Customer Participation can be defined as the extent of customer engagement in the process of developing new products (Fang, 2008). Merlo et al (2014) suggest that the role of customers in providing useful advice and ideas to assist the company in the production of goods and services.

Celebrity Endorsement

Celebrity endorsement is very popular in all kinds of advertising promotions and is widely used, making almost any type of product or service available (Doss, 2011; Erdogan et al., 2001). According to McCracken (1989), famous people have a greater influence on the buying behavior of individuals than ordinary people. People are famous for being human brands because they experiment with brands and marketing through their actions and appearances on stage, their personal behavior, and their online activities. Celebrities are a popular way for marketers to promote their brands, products, and services (Lazar, 2020). Aini & Bertuah (2020) show that as a marketer, brand personality is important because, like human beings, personality creates a brand on a product that will look different than other brands. Celebrities as Brands shows the challenge of sales (Khan & Zaman, 2021).

III. RESEARCH METHODOLOGY

This research used survey techniques the measurements through questionnaires that are spread online through Google form. The questionnaire shared using the Likert scale with a moving scale from 1 to 5 as an alternative answer that has each score (Bishop & Herron, 2015; Wu et al., 2015). Alternative forms of answers include: Strongly disagree (1), Disagree (2), Neither disagree nor disagree (3), Agree (4), Strongly agree (5). The statement from Kim & Ko (2012); Chen & Lin (2019) in the variable social media marketing activity with 11 statements. Next the statement of Bonsón Ponte et al. (2015); Lu et al. (2016); Oliveira et al. (2017) have 8 statements of variable relationship quality, then the variable purchase intention refer to Hsu & Lin (2015); Ali (2016); Chen & Chang (2018) with 4 statements. Next, variable participation intention from Liang et al. (2011); Hajli (2014); Chen & Lin (2019) with 4 statements and also the variable of celebrity endorsement with 4 statements.

The population in this research is one of the active users of social media in Indonesia, that is Instagram, Tik Tok, and YouTube. Samples taken from the population using purposive sampling with respondents aged 14-24 years, namely Generation Z, the next age range 25-40 years, namely Generation Y, and Generation X with age range 41-56 years. The sample criteria are active users who have purchased products on one social media, namely Instagram, Tik Tok, and YouTube. In processing and analyzing data, Structural Equation Modeling (SEM) method is used. Each statement in a valid and reliable questionnaire is used in factor analysis with SPSS 27 devices. Validity test is done by looking at the values of Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA). The measured value of KMO and MSA is ≥ 0.5 where the analysis of factors corresponds to reliability test using Cronbach's Alpha with a value of ≥ 1 indicator is very reliable (Hair et al., 2020).

From the results of SPSS data processing across all variables, it can be explained that the variable social media marketing activity is stated valid in the statements SMMA3, SMMA4, SMMA5, SMMA6, SMMA10, then in the RQ8 statement in the variable relationship quality is declared invalid, further on the variable purchase intention in the statement PI1 is declared invalid, the variable loyalty intention in all variables are declared valid. In the INP4 statement indicating the participation intention variable is declared invalid, and the celebrity endorsement variable in all statements is CE1, CE2, CE3, CE4, which is declared valid. Therefore, after analysis of the results of the pre test that has been done, of 35 statements, there are 9 invalid statements so that to be used as a questionnaire in this study as many as 26 statements. According to the terms of use of the SEM analysis method, the number of research samples is 5 times the number of statements, then the study is at least the sample used as a sample (26x5) 130 respondents. The study was conducted in advance pre-test tests to 30 respondents.

IV. THEORETICAL FRAMEWORK

Social media is part of the marketing toolkit for improving relationships with customers (Dwivedi et al., 2021). Building good relationships with customers will provide opportunities for companies to thrive by providing information on offerings through social media that are easily accessible to customers (Wibowo et al., 2021). In online shopping, the emergence of trust from customers prevents the inconsistency of products (Haque & Mazumder, 2020). When customers have problems with a product or service, the company can easily solve them through social media interactions, thus satisfying customers (Ramanathan et al., 2017). Trust is also influenced by the image of social media (Yahia et al., 2018). Customers can be served well by the company by making it easier to shop online without leaving social media apps. According to Zhan et al. (2016), social media use has an impact on people's life satisfaction. With good service, customers can feel the comfort that can increase customer satisfaction in the company (Duarte et al., 2018). Next, findings by Alejandro et al. (2011) and Zhang et al. (2011) suggest that trust and satisfaction have a positive influence as a measure of the quality of relationships. Based on the previous findings, the following hypothesis is proposed:

H1: Social media marketing activity is positively on relationship quality.

The quality of the relationship and customer trust in the company have a good influence on purchase intentions (Bonsón Ponte et al., 2015; Lu et al., 2016; Oliveira et al., 2017). Trust is an important part of determining online purchase intention, but for buying interest, there is a perception of risk that can be felt by customers at the time of adjustment (Syah et al., 2021). In addition, customer satisfaction also affects customer intentions for buying (Ali, 2016; Chen & Chang, 2018; Hsu & Lin, 2015). Ho and Wang (2020) found that continuous loyalty intention is influenced by customer interaction through a communication medium between seller and customer, either physically or virtually. In addition,

customers have an influence on the sustainability of the company's business by sharing experience, knowledge, and information on products and services that they have used and by joining the business program held by the company to improve the quality of the business (Wibowo et al., 2021). Customer engagement can increase customer loyalty and customer decisions to buy products through strong and sustainable psychological relationships so that customers can share experiences with others (Hollebeek, 2011; So *et al.*, 2016). According to Hajli (2014) and Liang et al. (2011), the participation of customers in providing experience and information about products or services has an impact on the quality of relationships between companies and their customers. Moreover, satisfaction builds quality relationships that can affect customers' desire to participate (Chen & Lin, 2019), and there is also the important role of trust that can increase customer intent to participate in the company (Agag & El-Masry, 2016). Algesheimer et al. (2005) suggest that purchase intention to participate in the online community affects customer behavior with network-connected companies. Participation in the online community can increase customer loyalty (Anderson, 2005). As digital media grows, it supports companies' efforts to engage in interactive marketing efforts on social media that can increase profits. In addition, customer interest in shopping, customer loyalty, and customer participation affect company profits (Wibowo et al., 2021). Thus, the following hypothesis is being investigated:

H2: Relationship quality is positively on purchase intention.

H3: Relationship quality is positively on loyalty intention.

H4 Relationship quality is positively on participation intention

The customer tends to improve his image by acquiring a brand through celebrity endorsement (Herjanto *et al.*, 2020). According to Dib and Johnson (2019), psychologically, transforming a brand from a celebrity endorsement into a force on the customer's identity provides a sense of personal similarity and status with the idol that customers admire. As a result, customers feel better about themselves by increasing their confidence, and life becomes more fun and meaningful (Tantisenepong *et al.*, 2012). Customers can develop better attitudes toward the brand to maintain positive conditions (Chin et al., 2017), which will strengthen the relationship with the brand (Escalas & Bettman, 2015) and generate power on consumers in liking a brand that will shape the desire to buy (Albert et al., 2017). In addition, engage in interesting activities on social media by following, liking, and subscribing to social media celebrities (Jan *et al.*, 2020). Typically, celebrities will recommend products or services that affect product purchasing intent and customer satisfaction for the same product or service (Dwivedi *et al.*, 2016). Therefore, this study proposed the following hypothesis:

H5: Celebrity endorsement is positively on purchase intention

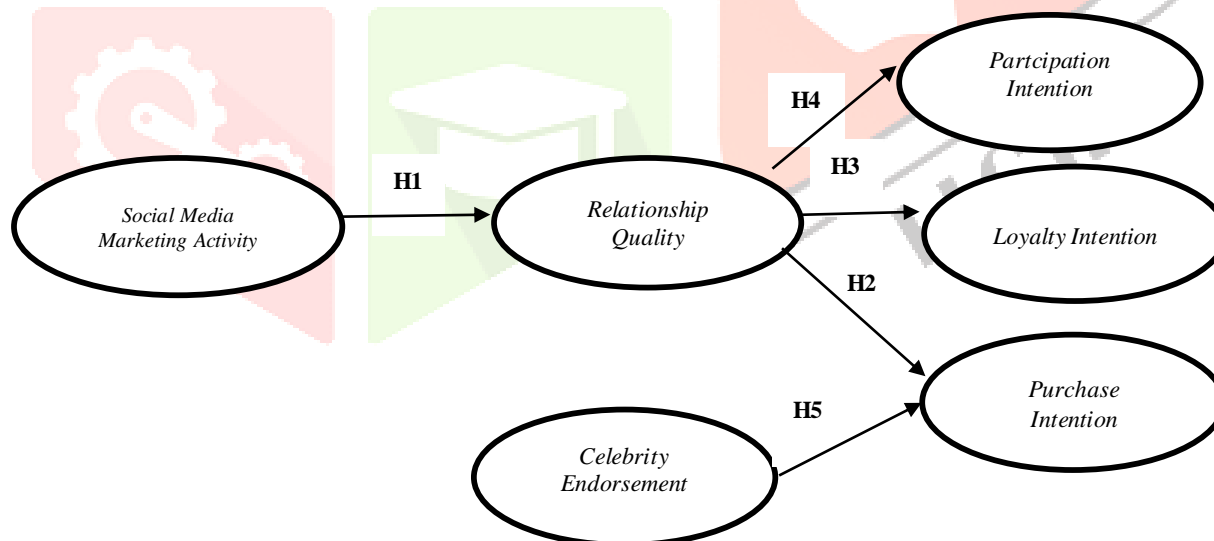


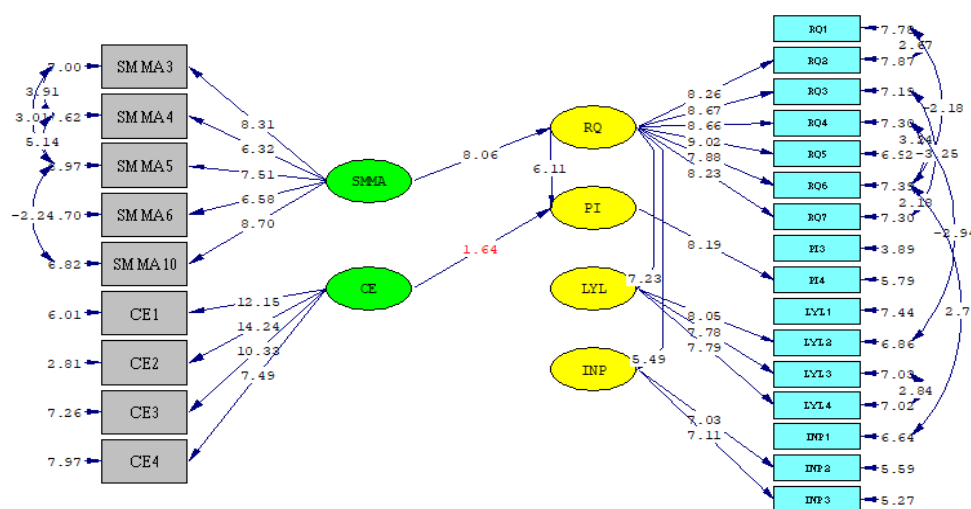
Figure 1. Conceptual model

IV. RESULTS AND DISCUSSION

Based on the results of questionnaires that have been spread online through Google form, data collected from 138 respondents. Respondents collected demographic data are the number of female respondents 98 people or 71% and men 40 people or 29% of whom the majority of respondents are generation Z with age range 14-24 years as many as 103 people or 74.6%. Then, generation Y age range 25-40 years as much as 27 people or 19.6%, and the age range of 41-56 years as much as 8 people or 5.8% in generation X. Furthermore, in this study that dominated the status of employment was student 83, the next 44 people who worked as private employees, 9 people as entrepreneurs, and the remaining 2 as public servants. Furthermore, the majority of respondents who have been purchased because they are interested in celebrity endorsements on social media are Skincare & Make up and Fashion Clothes of 44 people or 31.9% percentage with the type of social media frequented is Instagram as much as 72 people or 52.2%, Next Tiktok as much as 42 people or 30.4%, and YouTube as much as 24 people or percentage 17.4%.

Overall from the validity test results, all variables are declared valid with loading factor values above 0.50. In construct reliability with a cut off value of 0.60 which means accepting above ≥ 0.60 . Reliability test results with the construct reliability value of each variable, namely social media marketing activity (SMMA) 0.82, relationship quality (RQ) with a value of 0.91, purchase intention (PI) 0.78, loyalty intention (LYL) with a value of 0.83, participation intention (INP) 0.78, and celebrity endorsement (CE) 0.87. Next, cut off the value of the variable extracted is 0.50 which means accepting when ≥ 0.50 . Reliability test results showed a variance extracted variable social media marketing activity (SMMA) of 0.49, the next variable relationship quality (RQ) of 0.60, purchase intention (PI) of 0.64, the next variable loyalty intention (LYL) of 0.55, participation intention (INP) of 0.54, and celebrity endorsement (CE) of 0.64.

Although, the overall data processing results on SEM Lisrel are valid and reliable and the results of the previous pre test test are also valid and reliable. The determination coefficient of the overall independent variable in this study was low value, which the KMO value in each variable showed the following values: social media marketing activity (SMMA) of 0.71, next relationship quality (RQ) 0.76, next variable purchase intention (PI) 0.56, then variable loyalty intention (LYL) 0.74, participation intention (INP) 0.63, and celebrity endorsement (CE) 0.69. This is due to the samples in this study lacking and the use of data analysis methods that does not match the number of samples. The study should be able to examine more than 138 respondents so that the determinant coefficient values of the independent variables indicated by the KMO value and the extracted construct reliability and variance values can support the correlation of the relationship between these studied variables.



In this study, it is aimed to trace the relationship between relationships and social media marketing activities, loyalty intention, participation intention, purchase intention, and the link between celebrity endorsement and purchase intention through social media. Through the test results on each hypothesis. First, this study shows social media marketing positively affects relationship quality. Social media marketing is an important part of improving customer relationships. The customer feels the needed information can be provided by the seller through social media. Not only does social media provide comprehensive product information, but it also makes it simple to solicit customer feedback and handle product complaints. As a seller in the official store, of course, knows, there is a problem with the products or services delivered by customers through social media. Therefore, when the seller can resolve the complaints from the customer well, the customer feels satisfied and trusts the good service that can be delivered on social media through comments. As a result of previous studies, customers have problems with products or services. Companies can easily solve them through social media interactions, thus satisfying customers (Ramanathan et al., 2017). Sellers can utilize social media by putting forward the display of content in the official store that can attract customers' attention, such as product photo views, product videos, and product caption text. While product display is provided by the official store, social media can provide access for customers to share information through photos, videos, or text products. As a result, customers can feel at ease using social media as a medium of intermediary communication between sellers and customers, resulting in a positive influence and satisfaction as a measure of the quality of relationships (Alejandro et al., 2011; Zhang et al., 2011).

Second, results show that relationship quality has a positive influence on purchase intention. The seller can build good relationships through optimal service to customers and provide quality products through the official stores on Instagram, TikTok, and YouTube so that customer satisfaction is apparent when shopping in the official store. Ease of shopping in the official store is the best choice for customers. This is supported by the commitment of the seller to provide the best service to the customer so that the customer has a positive experience with the seller, who can build good relationships with the customer. Maintaining customer trust is a factor that affects the customer's desire to purchase. Powered by previous studies that reveal that the quality of relationships and trust with customers can affect purchase intention (Bonsón Ponte et al., 2015; Oliveira et al., 2017; Su et al., 2016), Avoiding product mismatches and poor service will prevent customers from buying products. Trust and satisfaction are included in the qualities of the relationship that the

seller maintains in selling the product. As a result, the emergence of customer desire to purchase The seller can make an assessment of the products that customers have purchased through social media, where new customers will gain confidence to buy a product based on previous customer assessments. Certainly, when customers trust the products and services of the seller, the relationship with the customer can be intertwined for a long time in buying the product (Choi et al., 2017).

Third, in this study, there was a positive influence on relationship quality on loyalty intention. Support previous Ho and Wang (2020) research that customer interaction via communication media used by sellers and buyers influences long-term loyalty intention. Customer loyalty in product purchases assists sellers in developing long-term relationships with customers. This is supported by service, especially communication with customers. Furthermore, customers last a long time and make purchases because sellers are able to adjust communication with customers. Interaction between sellers and customers can aid in the long-term viability of a company's operations. Through sustainable communication, sellers have the opportunity to work with customers to be able to recommend products to relatives, offer products widely, and share experiences and information about products and services that have been used. In this case, the seller's intention to reward loyal customers is an important factor in attracting new customers to purchase the seller's products and services. Good relationships with customers will provide opportunities for companies to increase customer loyalty and interest in buying new customers because prospective customers already know from the participation of customers in sharing experiences with others. This opinion is in line with previous research that proves that customer decisions to buy products are influenced by strong customer relationships in which customers can share experiences with others (Hollebeek, 2011; So et al., 2016).

Fourth, relationship quality has a positive effect on participation intention. Customers also provide experience and product information that can help establish better relationships between sellers in the official store and customers establish better relationships between sellers in the official store and customers. This is supported by photo posts and videos on the official stores of Instagram, TikTok, and YouTube that are appropriate and open customers' opportunities to comment or like via social media. The company is not only limited to communicating, buying products, and transacting but also invites customers to participate in promotional activities that involve longtime customers, giving a sense of trust to prospective customers. This contradicts some previous studies. Hajli (2014) and Liang et al. (2011) discovered that customer participation, such as providing information from the shopping experience, has an effect on the quality of relationships between the company and the customer. Customer participation by providing real experience on product purchases through comments or liking posts can evoke new customer curiosity about products to be purchased so that the company can form a community aimed at introducing products and providing customer confidence. Customer participation also supports companies in interactive marketing activities on social media that can increase company profits. (Wibowo et al., 2021).

Fifth, celebrity endorsement research has no positive effect on purchase intentions. Based on the results of the respondents in this study, it is concluded that there is no customer attraction to buying products through the promotion of celebrity endorsements. This is likely because products promoted by celebrities or influencers do not have good quality. Previous research proves that product recommendations through celebrity endorsements affect customer intent and satisfaction with the purchased product (Dwivedi et al., 2016). Purchase intent against products does not cover any product mismatch with celebrity or influencer reviews. When customers already buy products promoted by celebrities or influencers, they certainly have the same expectations as when they read product reviews from celebrities, but discontent can emerge if the product does not suit the customer's wishes and the customer does not trust the seller or the celebrity or influencer promoting the product. Therefore, it is an opportunity for sellers to make customers buy products from their official store on social media through the selection of appropriate celebrities or influencers who convey the advantages of a product as part of a promotion. The possibility of this study is that the influence of celebrity endorsement has no positive effect on purchase intention due to inappropriate seller factors in the selection of celebrities or influencers, where celebrities are less favored by customers so that they affect customer interest in a product. This is consistent with previous research that explains psychologically the brand of products promoted by celebrities, who become the identity of customers who feel a sense of similarity and status with their idols (Dib & Johnson, 2019).

V. Conclusions

Based on the results of this study, it can be concluded that relationship quality positively affects purchase intention, loyalty intention, and participation intention. Furthermore, social media marketing has a positive effect on relationship quality. However, celebrity endorsements have no positive effect on purchase intentions. In this study, it is proven that the relationship between customers and sellers can be established well with the influence of social media. Social media influences can not only attract customers to buy, but also build communication relationships with them, making them feel more comfortable purchasing products. Positive feedback on satisfaction and trust given allows customers to increase customer loyalty and purchase intention. In this study, the dominant respondents used Instagram, which provides convenience for customers in Indonesia when buying various products and communicating with sellers. Instagram is the most widely used social media tool as a communication tool that still affects marketing. In addition, the emergence of celebrity endorsements in social media can be an attraction for customers, as can the urgency of

purchase intentions. Certainly, the appeal promoted by celebrity endorsements can build customer trust in the company. Celebrity engagement to promote products has the potential to attract the attention of prospective customers and encourage them to buy. Although, in this study, generation z outnumbers generation x (aged 41-56 years old) in terms of purchasing products promoted by celebrities. As a result, not only are the products promoted in demand by young people such as generation Z and generation Y, but generation X has also participated in the promotion of celebrities.

The study did not close any gaps or deficiencies that could be repaired or redeveloped. First, this study used a number of respondents that were slightly incompatible with the range of the research area, so that it affected the processing of data where the value of the loading factor was lower than the residual value or error value on each variable indicator. The next researcher is expected to reach respondents more broadly in accordance with the scope of the research area. As a result, it will be more in line with the region's broad range, especially among Generation X respondents, who have a lower number of respondents. Second, this study is not specific to having researched objects such as products that already have brands. This research only categorizes the type of product. The next researcher is expected to conduct research more specifically on a specific product brand. Third, in this study, it is necessary to add variables to support hypotheses that do not prove positive relationships, especially to measure the potential attractiveness of promotion through celebrity endorsements. It is expected that researchers can further support it with additional variables such as brand image and endorser credibility (Dwivedi et al., 2016; Herjanto et al., 2020).

The above conclusions relating to the quality of relationships and product promotion have implications. The hypothesis test results show that all four hypotheses were positively influenced. Therefore, part of the managerial implication is that, first, in building good relationships with customers, sellers of products require social media. Utilize social media as an intermediary to communicate with customers and introduce a product to social media users as part of the promotion of products. Second, the establishment of good relationships with customers by social media intermediaries becomes an opportunity for sellers to attract customers by providing the best services and products so that customers feel comfortable shopping at an official store on social media. Third, customers will be interested in buying a product at the official store, according to consumer interests. Customers can adjust their demands and make it the seller's priority to provide quality products. Purchase intention can appear if the seller builds a good relationship with customers. In addition, by building quality relationships with customers, sellers can work with customers to share experiences and promote products. This can increase the chances for sellers to get the product widely known and increase sales.

The results of this study can provide sellers with opportunities to grow their businesses, especially their official stores on Instagram, TikTok, and YouTube. By exploring the relationship quality that has a positive influence on social media marketing, purchase intention, loyalty intention, and participation intention, It is expected that sellers can maintain customers by optimizing the quality of the official store included in the product display in the form of photos, videos, or product descriptions so that it can attract customers' attention. The sellers focus not only on selling products but also on providing good service and inviting customers to participate in sharing reviews, specifically the experience of purchasing products from official stores, on social media. The experience of customers who have purchased products will certainly provide an opportunity for sellers to gain trust from other customers. Then, the seller can provide the content of the display in the official store that not only describes the product sold but also connects it to the trend that is happening and being followed by everyone so that customers can assess the uniqueness of the official store, which gives a different impression from other official stores that sell the same type of product.

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