

Influence of Surveillance, Social Interaction, Information Sharing, Remuneration, Entertainment, and Electronic Word of Mouth to Purchase Intention with Brand Equity as a Mediation on E-Commerce Shopee in Indonesia

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Abstract: Social media's accelerated development has significantly altered customer-company interactions, especially in the e-commerce sector. Shopee, as a major e-commerce player in Indonesia, leverages a range of social media tools to foster customer retention and influence buying decisions. This study aims to examine the contribution of social media elements such as surveillance, social interaction, information sharing, remuneration, entertainment, and E-WOM against purchase intention, from brand equity as a mediating variable. This study uses a quantitative approach from a survey disseminated via social media to Shopee users with shopping intents. The data analysis using SEM-PLS, with the minimum sample size of 385 respondents determined using Cochran's algorithm. The study reveals that social media elements and e-WOM significantly influence both brand equity and purchase intention. Brand equity is assumed to be the main mediator that strengthens the social media interactions and purchase behavior. Consequently, improved communication and engagement through Shopee's social media platforms directly elevate the brand's value in consumer perceptions, which ultimately increases their purchase intention on the platform. This finding provides strategic implications for the development of digital marketing in e-commerce.

Keywords: Surveillance, Social Interaction, Information sharing, Remuneration, Entertainment, Electronic Word of Mouth, Brand equity, Purchase intention.

INTRODUCTION

The internet's existence, which has grown to be a significant aspect of people's lives, is indicative of the information and communication technology's rapid development, not only as a complement, but also as the backbone of various activities such as obtaining information, communicating, socializing, and conducting transactions for buying and selling goods and services (Suharyanto & Rahman, 2022; Wijaya & Saputra, 2024). Indonesia as one of the countries with a large population shows a positive trend in internet usage, approximately 221,563,479 people, or around 79.5% of the population, used the internet in 2024, up 1.4% from the year before, according to the Indonesian Internet Service Providers Association (APJII) study. Increasing internet users in Indonesia makes this country a potential market for e-commerce, which facilitates direct interaction between sellers and buyers and facilitates inter-regional trade (Yulindasari & Fikriyah, 2022). The entire business process, from searching to paying for products, can now be done online through various platforms e-commerce, which provides convenience in comparing products according to consumer needs (Iqbal et al., 2022). Among the various platforms available, Shopee is among the most popular platforms in Indonesia with its initial C2C concept (customer-to-customer), but then switched to a B2C model (business-to-customer), offers a flexible and safe shopping experience through features such as live chat, logistics support, and an integrated payment system (Mulyawan, 2022).

However, along with the rapid development of the platform e-commerce in Indonesia is marked by many local and international players competing fiercely, as well as the ease of technology that drives the online shopping trend. This phenomenon is a big challenge for business actors e-commerce to continue to innovate and strategize so that the business remains sustainable and sustainable. To create more successful marketing tactics in the face of fiercer competition, it's critical to examine the elements that affect purchase intention. The Planned Behavior Theory (TPB) posits that individual actions are the result of deliberate planning, shaped by evaluative beliefs regarding potential outcomes. From the consumer

attitude perspective, TPB is useful as a basic framework for observing purchase intention, highlighting the role of three key determinants-namely, attitude toward the behavior, social normative pressures, and perceived control over the attitude to build one's intention in behaving. Conversely, the utilization of social media platforms is explained through *Uses and Gratification Theory* (UGT) which views consumers as active users who consciously choose media to fulfill interaction, reporting and entertainment needs. The synthesis of the Uses and Gratifications Theory (UGT) and Theory of Planned Behavior (TPB) offers a robust theoretical framework for analyzing the determinants that influence favorable consumer perceptions and stimulate purchasing intentions within digital environments (Tresna et al., 2021). *Brand equity* is one of the key elements influencing purchasing intention, which is a multidimensional construct formed from the image and attitude toward a brand. *Brand equity* plays a role in increasing consumer loyalty, strengthening brand position, providing competitive advantage, increasing brand value, and facilitating product or service expansion (Tresna et al., 2021). Majeed (2021) also confirmed that *brand equity* strong is able to maintain customer loyalty and create a brand image that stands out compared to competitors. Improvement *brand equity* is not separated from the role of social media, where one of the important factors that need to be observed in its implementation is *surveillance* or *surveillance* (Maajed et al., 2021). *Surveillance* in social media denotes the use of platforms by customers to seek information on products, services, and brand activities, hence aiding their purchase decisions. (Majeed et al., 2021). However, the use of *surveillance* also raises negative issues, such as consumer concerns about their activities being tracked without consent, which can reduce trust and *purchase intention* (Yu et al., 2018). Besides *surveillance*, *social interaction* is also an important element in the implementation of social media by e-commerce platforms (Majeed et al., 2021). *Social interaction* leads to *media skills* in facilitate communication between users, including interactions with brands and fellow consumers, which can shape positive perceptions of brands and influence purchasing decisions (Majeed et al., 2021; Wardhana, 2022). Shopee utilizes social media to build close interactions with its consumers through features such as *live shopping* and use *micro-influencers* to bring the product closer to the target audience, as well as provide accurate information regarding the features. However, despite having many advantages, *Shopee Live* can also reduce the perception of brand quality if the session *live* not presented professionally or conveying excessive and unrealistic product information, which ultimately contributes negatively to brand equity and purchase intention. Furthermore, *information sharing* is an important aspect in implementing social media on e-commerce platforms, where social media users actively seek and receive information as part of their satisfaction in interacting with the brand community (Majeed, 2021). One effective implementation is the feature *Shopee Video*, which provides informative content such as product reviews, shopping tips, and videos *haul* which has been proven to increase buyer confidence and influence purchasing decisions. This feature has proven effective, with transactions increasing by up to eight times since its launch. However, *Shopee Video* also presents challenges, such as the risk of excessive or inaccurate information from creators, which can lead to post-purchase disappointment, reduce trust, and damage loyalty and *brand equity* Shopee. Content that does not comply with community guidelines can also have a negative impact on brand image (Citrawati et al., 2024). Furthermore, *remuneration* become an important aspect in implementing social media on e-commerce platforms, which refers to rewards or awards offered to consumers through social media content to encourage engagement and participation in online communities (Majeed et al., 2021). Shopee implements this strategy through reward programs such as cashback, discount vouchers, free gifts, and the Shopee Affiliate program launched in 2022, which has succeeded in increasing the number of content creators by 2.5 times and purchases through affiliate links by three times compared to the previous year. However, this program also has negative impacts, such as low-quality affiliate content and excessive promotions that cause boredom and decrease consumer trust in the Shopee brand (Erifiyanti et al., 2023). In addition, reward-based communication tends to result in lower engagement than informative content (Majeed, 2021). In addition, the aspect *entertainment* is also very important in the use of social media on e-commerce platforms, which refers to feelings of joy, cheerfulness, and entertainment as a means of releasing user stress (Majeed et al., 2021). Entertainment has a direct effect on user attitudes towards advertising. Shopee leverages its social media by presenting engaging content that not only provides information but also creates a fun shopping experience to

increase consumer engagement, which contributes to increased sales. Implementation *entertainment*. This is also seen in the Shopee Live feature which collaborates with influencers with large audiences, where the cheerful atmosphere and active interaction of the host can increase the platform's appeal and revenue (Erifiyanti et al., 2023). Apart from social media related factors, the increase in Shopee's *brand equity* and popularity is also greatly influenced by e-WOM, namely online consumer communication and recommendations through product reviews, comments, and ratings (Yulindasari & Fikriyah, 2022). Shopee provides a platform that makes it easy for users to provide feedback, so that e-WOM can develop and increase consumer trust and purchase intentions (Abdullah et al., 2022). Data support from We Are Social shows that 52% of Indonesians choose to shop online based on reviews from other customers (Frahianti et al., 2024). So, positive reviews on Shopee social media encourage consumers to buy, while negative reviews actually reduce purchase intentions and encourage consumers to look for other alternatives, so online customer reviews greatly influence purchasing decisions on the Shopee platform. The relationship between characteristics *social media* (*social interaction, surveillance, remuneration, entertainment, information sharing*), e-WOM, and *brand equity* creating a complex ecosystem in influencing *Purchase intention* consumers. *Social media* can contribute to improving *brand equity* through consistent and positive brand exposure, while e-WOM strengthens *brand equity* by providing social proof that supports consumer trust. Thus, the interaction between these three factors is essential to understanding how they influence each other and contribute to purchasing decisions "Influence of *Surveillance, Social interaction, Information sharing, Remuneration, Entertainment And Electronic Word of Mouth To Purchase intention* with *Brand equity* as Mediation on *E-commerce* Shopee in Indonesia" is an interesting research project to explore, considering the phenomena and the research gap outlined. Theoretically, this study is expected to enrich academic understanding of the complex relationship between these factors and become a reference for further studies in similar fields. We want the results to be useful strategic insights for e-commerce firms in optimizing their approaches to social media governance and the management of E-WOM to elevate *brand equity* and customer purchasing intents, so facilitating more efficient and sustainable business practices. The hypothesis in this study are formulated based on the background and problem statement presented earlier:

H₁: *Surveillance* have a significant and positive influence on *Brand equity* on *E-commerce* Shopee in Indonesia

H₂: *Social interaction* have significant and positive influence on *Brand equity* on *E-commerce* Shopee in Indonesia

H₃: *Information sharing* have a significant and positive influence on *Brand equity* on *E-commerce* Shopee in Indonesia

H₄: *Remuneration* have a significant and positive influence on *Brand equity* on *E-commerce* Shopee in Indonesia

H₅: *Entertainment* have a significant and positive influence on *Brand equity* on *E-commerce* Shopee in Indonesia

H₆: E-WOM have a significant and positive influence on *Brand equity* on *E-commerce* Shopee in Indonesia

H₇: *Brand equity* have a significant and positive effect on *Purchase intention* on *E-commerce* Shopee in Indonesia

H₈: *Surveillance* have a significant and positive influence on *Purchase intention* through *Brand equity* On *E-commerce* Shopee in Indonesia

H₉: *Social interaction* have a significant and positive influence on *Purchase intention* through *Brand equity* on *E-commerce* Shopee in Indonesia

H₁₀: *Information sharing* have a significant and positive influence on *Purchase intention* through *Brand equity* on *E-commerce* Shopee in Indonesia

H₁₁: *Remuneration* have a significant and positive influence on *Purchase intention* through *Brand equity* On *E-commerce* Shopee in Indonesia

H₁₂: *Entertainment* have a significant and positive influence on *Purchase intention* through *Brand equity* On *E-commerce* Shopee in Indonesia

H₁₃: E-WOM have a significant and positive influence on *Purchase intention* through *Brand equity* on *E-commerce* Shopee in Indonesia.

METHOD

Shopee customers who want to make purchases on the e-commerce platform are given questionnaires as part of this study's quantitative methodology and survey technique. This strategy was chosen to obtain data efficiently and comprehensively. Based on the type of investigation, this study is correlational, which

seeks to elucidate the interrelationships among variables pertinent to the identified research issue (Indrawati, 2015). Since the data was gathered all at once, this study is categorized as cross-sectional. The target population of this research comprises all individuals who utilize the Shopee platform within the Indonesian market who have purchase intentions, but the exact number is unknown. Therefore, the researcher uses the technique *non-probability sampling*, where not all elements of the population have the same chance of being selected. This results in the research results not being able to be fully generalized to the population (Bougei & Sekaran, 2016). The minimum sample scale required will be calculated from Cochran's formula as a statistical approach to ensure representativeness, which is appropriate for use in conditions where the population is not known with certainty.

$Z = 1.65$ is the result of this study's utilization of a 5% accuracy level and a 95% confidence level. With a margin of error set at 5% ($e = 0.05$) under a one-tailed test assumption and using the approach of each probability of rejection (p) and probability of acceptance (q) which is 0.5. then the sample calculation using the Cochran formula is:

$$n_0 = \frac{[1.96]^2 \cdot 0.5 \cdot (1 - 0.5)}{(0.05)^2}$$

$$n_0 = \frac{3,8416^2 \cdot 0.25}{0,0025^2} = \frac{0,9604}{0,0025^2} = 384,16$$

According to the Cochran formula calculation findings, 384.16 is the number of samples that must be collected; this number will be rounded up to 385 respondents. Purposive sampling is the method employed, even in non-probability sampling, with the following criteria: (1) Indonesian citizens, (2) Shopee users (either via the application or website), and (3) have the intention to purchase products on the Shopee platform.

Questionnaires are useful for collecting primary information, which is shared from various social media channels, with Instagram being one of the primary platforms, Line, and WhatsApp, as well as directly to respondents who met the criteria. According to Sugiyono (2020), useful questionnaire found data based on the required attributes. To make sure the instrument was reliable, validity and reliability tests were conducted. Measurement Model, Internal Consistency, and Structural Model evaluation are all part of the SEM-PLS data analysis procedures. Structural model evaluation is useful for checking F-square, R-square, Q-square values, along with the path coefficients. This analysis also includes hypothesis testing and mediating variable testing

FINDINGS AND DISCUSSIONS

SEM-PLS Model Analysis

By examining the Measurement Model Assessment, Internal Consistency, and Structural Model Assessment outcomes, the PLS technique is used to test the results of structural equation modeling. The following is a model obtained using the method *Partial Least Square* (PLS):

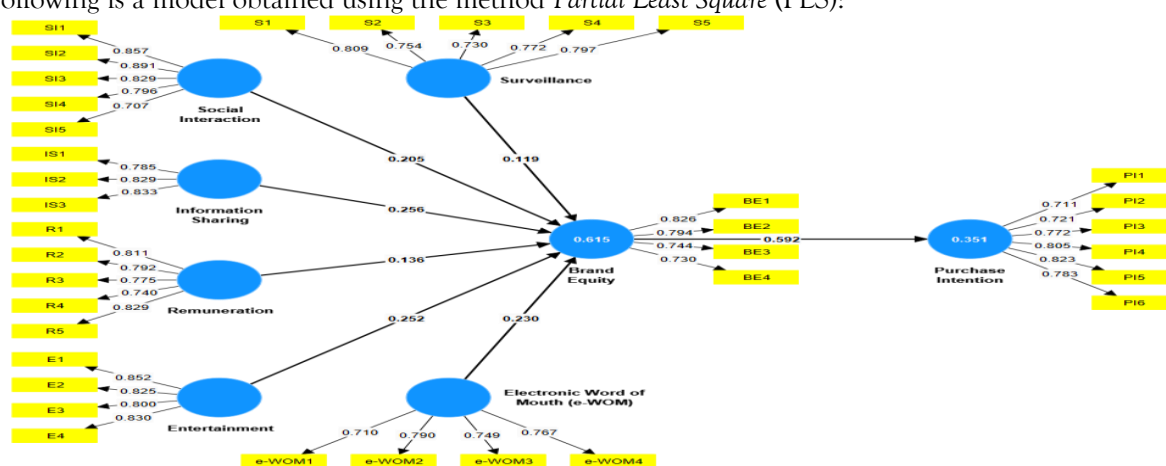


Figure 1. Algorithm Model

Source: Data processed by researchers (2025)

Measurement Model Assessment

Convergent validity testing is used to evaluate measurement models. Finding instrument items that can be utilized as indicators of all latent variables is done through convergent validity. To assess measurement validity, the Average Variance Extracted (AVE) is employed. Convergent validity is accepted when the AVE of each construct exceeds 0.5 and the factor loadings for individual indicators are exceeds 0.7. The outcomes of this evaluation are detailed in this table:

Table 1. Convergent Validity Test Results

Variables	Indicator	Outer Loading	AVE	Information
Surveillance	S1	0.809	0.597	Valid
	S2	0.754		Valid
	S3	0.730		Valid
	S4	0.772		Valid
	S5	0.797		Valid
Social Interaction	SI1	0.857	0.670	Valid
	SI2	0.891		Valid
	SI3	0.829		Valid
	SI4	0.796		Valid
	SI5	0.707		Valid
Information Sharing	IS1	0.785	0.666	Valid
	IS2	0.829		Valid
	IS3	0.833		Valid
Remuneration	R1	0.811	0.624	Valid
	R2	0.792		Valid
	R3	0.775		Valid
	R4	0.740		Valid
	R5	0.829		Valid
Entertainment	E1	0.852	0.683	Valid
	E2	0.825		Valid
	E3	0.800		Valid
	E4	0.830		Valid
Electronic Word of Mouth	e-WOM1	0.710	0.569	Valid
	e-WOM2	0.790		Valid
	e-WOM3	0.749		Valid
	e-WOM4	0.767		Valid
Brand equity	BE1	0.826	0.600	Valid
	BE2	0.794		Valid
	BE3	0.744		Valid
	BE4	0.730		Valid
Purchase intention	PI1	0.711	0.593	Valid
	PI2	0.721		Valid
	PI3	0.772		Valid
	PI4	0.805		Valid
	PI5	0.823		Valid
	PI6	0.783		Valid

As presented in the table 1, each construct demonstrates an AVE value exceeding 0.5, and all associated indicators exhibit factor loadings exceeding the 0.7 threshold, thereby confirming convergent validity. This demonstrates that every indicator in this study satisfies convergent validity and is suitable for use in the next test.

Internal Consistency

The reliability of the construct is observed from the analysis of internal consistency, Cronbach's Alpha and Composite projection. It is called Reliable if it exceeds 0.7 and Cronbach's Alpha Exceeds 0.6. The results are listed in this table:

Table 2. Internal Consistency Test Results

Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Information
<i>Surveillance</i>	0.831	0.881	Reliable
Social Interaction	0.875	0.910	Reliable
Information Sharing	0.749	0.856	Reliable
<i>Remuneration</i>	0.849	0.892	Reliable
<i>Entertainment</i>	0.846	0.896	Reliable
Electronic Word of Mouth	0.749	0.841	Reliable
<i>Brand equity</i>	0.777	0.857	Reliable
<i>Purchase intention</i>	0.863	0.897	Reliable

As shown in Table 2, the composite reliability test results indicate satisfactory reliability, with all latent constructs exhibiting values exceeding the 0.7 threshold. This confirms that each indicator effectively serves as a valid measure of its respective construct. Additionally, the table reveals that all latent variables have Cronbach's Alpha values exceeding 0.6, further supporting the internal consistency of the measurement model.

Structural Model Assessment

In testing the proposed hypothesis, the evaluation of the measurement model is subsequently followed by an assessment of the structural model. Structural model assessment done by testing the value *R*-Square, *F*-Square, and *Q*-Square.

Coefficient of Determination Test (*R*-Square)

Test result value *RSquare* will later describe the strength of endogenous variables in making predictions on *structural model*. Magnitude of value *RSquare* will show the strength of the model which is classified into 3 parts, namely weak, moderate, and strong respectively with the *R*-value *square* 0.19; 0.33; and 0.67. The test results are in this table:

Table 3. R-Square Value

	<i>R-square</i>	<i>R-square adjusted</i>
<i>Brand equity</i>	0.615	0.609
<i>Purchase intention</i>	0.351	0.349

From Table 3, it was found that *R*-Square Brand Equity was 0.615, meaning that the variables the model is able to explain 61.5% of Brand Equity variations. The results were classified as moderate because they were in the range of 0.33 - 0.67. Then *R*-Square Purchase Intention was 0.351, meaning that each variable that contributed to Purchase Intention was able to explain 35.1% of the variations that occurred. This value is also categorized as moderate.

Uji F-Square

Using values F-Square, researchers will examine the significant impact of endogenous conceptions modified by external conceptions. The three categories of minor, medium, and big effect correspond to the various magnitudes of the substantive influence: 0.02; 0.15; and 0.35. The following table shows the data values F^2 .

Table 4. F-Square Value

	<i>F-square</i>
Surveillance → Brand equity	0.026
Social interaction → Brand equity	0.063
Information sharing → Brand equity	0.137
Remuneration → Brand equity	0.039
Entertainment → Brand equity	0.123
e-WOM → Brand equity	0.113
Brand equity → Purchase intention	0.540

Table 4 shows that the contribution of Brand Equity to Purchase Intention has an F-Square of 0.540 which is quite large, meaning that Brand Equity makes a strong substantive contribution to Purchase Intention. Meanwhile, all variables that influence Brand Equity have an F-Square value below 0.15, which means they are included in the small influence category. However, some of them approach the medium limit, such as Information Sharing (0.137) and Entertainment (0.123), so it can be said to have a relatively more significant contribution than other variables.

Uji Predictive Relevance (Q-Square)

Test Q-Square conducted to find out whether the research model is valid and relevant. If Q-Square is exceeds than zero, the study model is predictively relevant. The following is a table containing the values Q-square:

Table 5. Q-Square Values

	SSO	SSE	<i>Q-Square</i>
<i>Brand equity</i>	1600.00	1023.79	0.360
<i>Purchase intention</i>	2400.00	1926.42	0.197

Table 5 demonstrates that the Q-Square values exceeding zero, confirming the predictive relevance of the model and empirical validity. When the exogenous factors can predict the endogenous variables, the research model is predictively relevant.

Hypothesis Testing

Examining the t-statistics as determined by the t-table is how hypothesis testing is done. In PLS, the bootstrapping approach is used to test hypotheses using samples. The outcomes of utilizing SmartPLS 3.0 for the bootstrap route diagram are as follows:

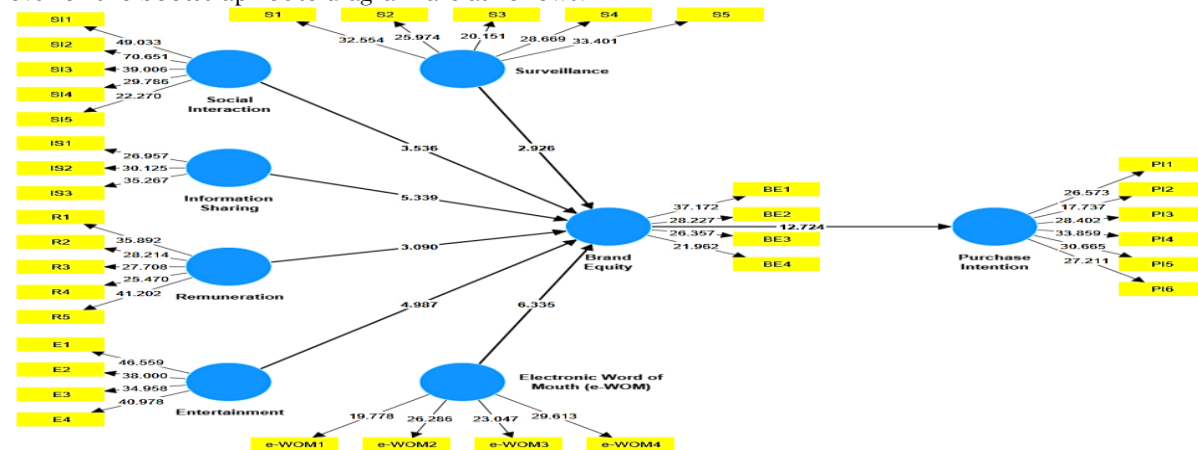


Figure 2. Bootstrapping Model

If the t-statistic exceeds the critical value of the t table, the relationship between latent constructs can be assumed to be statistically significant. The test results are in the table:

Table 6. Results of Direct Effect Testing

Construct Relationship	Path coefficient	T Statistics	P-Value	Information
<i>Surveillance</i> → <i>Brand equity</i>	0.119	2.926	0.003	Accepted
<i>Social interaction</i> → <i>Brand equity</i>	0.205	3.536	0.000	Accepted
<i>Information sharing</i> → <i>Brand equity</i>	0.256	5.339	0.000	Accepted
<i>Remuneration</i> → <i>Brand equity</i>	0.136	3.090	0.002	Accepted
<i>Entertainment</i> → <i>Brand equity</i>	0.252	4.987	0.000	Accepted
<i>e-WOM</i> → <i>Brand equity</i>	0.230	6.335	0.000	Accepted
<i>Brand equity</i> → <i>Purchase intention</i>	0.592	12.724	0.000	Accepted

Drawing from the data presented in the Table 6, the results of the hypothesis testing are summarized as follows:

1. ***Surveillance* → *Brand equity***: Path coefficient of 0.119, t-statistic of 2.926, and p-value of 0.003, showing a significant effect. This means that the application of *surveillance* good can improve *brand equity*.
2. ***Social interaction* → *Brand equity***: The path coefficient is 0.205, then the t-statistic is 3.536 and p is 0.000, characterizing the dominant contribution. Or it is assumed that good social interaction can strengthen brand equity.
3. ***Information sharing* → *Brand equity***: The path coefficient is 0.256, then the t-statistic is 5.339 and p is 0.000, characterizing a substantial contribution. Or the effectiveness of data sharing can develop brand equity.
4. ***Remuneration* → *Brand equity***: The path coefficient is 0.136, then the t-statistic is 3.090 and p is 0.002, characterizing the dominant contribution. Remuneration from Shopee can improve brand equity.
5. ***Entertainment* → *Brand equity***: The path coefficient is 0.252, then the t-statistic is 4.987 and p is 0.000, characterizing the dominant contribution. The entertainment presented by Shopee can suspend brand equity.
6. ***e-WOM* → *Brand equity***: The path coefficient of 0.230, then the t-statistic of 6.335 and p of 0.000, characterize the dominant contribution. e-WOM contributes to suspending brand equity.
7. ***Brand equity* → *Purchase intention***: The path coefficient is 0.592, then the t-statistic is 12.724 and p is 0.000, indicating a significant contribution. The strength of brand equity will increase the interest of Shopee buyers.

Table 7. Results of Indirect Effect Testing

Construct Relationship	Path coefficient	T Statistics	P-Value	Information
<i>Surveillance</i> → <i>Brand equity</i> → <i>Purchase intention</i>	0.071	3.009	0.003	Accepted
<i>Social interaction</i> → <i>Brand equity</i> → <i>Purchase intention</i>	0.122	3.413	0.001	Accepted
<i>Information sharing</i> → <i>Brand equity</i> → <i>Purchase intention</i>	0.152	5.119	0.000	Accepted
<i>Remuneration</i> → <i>Brand equity</i> → <i>Purchase intention</i>	0.080	2.840	0.005	Accepted
<i>e-WOM</i> → <i>Brand equity</i> → <i>Purchase intention</i>	0.136	5.671	0.000	Accepted

Construct Relationship	Path coefficient	T Statistics	P-Value	Information
Entertainment → Brand equity → Purchase intention	0.149	4.644	0.000	Accepted

This document elucidates the outcomes of the indirect effect assessment:

1. **Surveillance → Brand equity → Purchase intention:** The path coefficient of 0.071, t-statistic of 3.009, p of 0.003 indicates that the direct contribution of monitoring to shopping interest from brand equity is significant.
2. **Social interaction → Brand equity → Purchase intention:** The path coefficient of 0.122, t-statistic of 3.413, and p of 0.001 indicate that social interaction contributes indirectly to shopping interest from brand equity.
3. **Information sharing → Brand equity → Purchase intention:** The path coefficient of 0.152, t-statistic of 5.119, and p of 0.000 indicate that there is a direct contribution between data sharing on purchase intention from brand equity.
4. **Remuneration → Brand equity → Purchase intention:** The path coefficient of 0.080, t-statistic of 2.840 and p of 0.005 indicate a dominant indirect contribution between remuneration and shopping interest from brand equity.
5. **e-WOM → Brand equity → Purchase intention:** The path coefficient of 0.136, t-statistic of 5.671, and p of 0.000, indicate that e-WOM contributes dominantly and indirectly to shopping interest from brand equity.
6. **Entertainment → Brand equity → Purchase intention:** The path coefficient of 0.149, t-statistic of 4.644 and p of 0.000, indicate a dominant indirect contribution between entertainment and shopping intention from brand equity.

DISCUSSION

Surveillance exerts a favourable and substantial influence on brand equity inside the e-commerce platform Shopee in Indonesia

The analysis yields a t-statistic of 2.926, a p-value of 0.003, and a path coefficient of 0.119, indicating that surveillance exerts a statistically significant and positive influence on brand equity. According to this research, brand value may be raised by using social media to use monitoring techniques. These findings align with the research conducted by Majeed et al. (2021), which concluded if monitoring contributes to brand equity. As an important element in social media, surveillance encourage consumers to monitor the latest information, reviews, and promotions related to products or brands, it eventually improves the value and impression of the brand in the eyes of customers.

Social interaction exerts a favourable and substantial influence on brand equity inside the e-commerce platform Shopee in Indonesia

The statistical findings, indicated by a path coefficient of 0.205, a t-statistic of 3.536, and a p-value of 0.000, confirm that social contact has a positive and statistically significant effect on brand equity. This result is consistent with the study by Ali et al. (2023), which identified social connection as a key determinant influencing brand equity. This conclusion suggests that positive social engagement through social media might improve brand equity. Interactions between consumers and brands on social media platforms facilitate seamless communication and the exchange of user experiences and offer feedback—all of which are crucial for fostering emotional intimacy, establishing credibility, and boosting customer loyalty, all of which have an effect on brand equity.

Information dissemination exerts a favourable and substantial influence on brand equity inside the e-commerce platform Shopee in Indonesia

The resulting path coefficient is 0.256, t-statistic is 5.339, and p is 0.000 indicating that information sharing contributes significantly positively to brand equity. In line with the study of Majeed et al. (2021) indicates that data sharing contributes to brand equity by showing that social media may be an effective means of promoting brand value. Through the activity of sharing information, reviews, and experiences related to products, consumers not only shape public perception but also strengthen the brand's position

in their minds. Based on *brand equity*, such activities are instrumental in fostering brand recognition, enhancing consumer trust, and establishing favorable brand associations, which ultimately increase overall *brand equity*.

Remuneration has a positive and significant effect on Brand equity on E-commerce Shopee in Indonesia

The findings indicate that *remuneration* exerts a positive and statistically significant influence on brand equity, as evidenced by a path coefficient of 0.136, a t-statistic of 3.090, and a p-value of 0.002. This finding shows that incentives or *remuneration* provided by Shopee can increase brand value. In accordance with Majeed et al. (2021), this study supports the notion that remuneration has a substantial effect on *brand equity*. Providing incentives such as prizes, special offers, or economic benefits through social media is an effective strategy to attract consumer attention, create satisfying experiences, strengthen emotional connections, and increase loyalty, which ultimately contributes to increasing overall *brand equity*.

Entertainment has a positive and significant effect on Brand equity on E-commerce Shopee in Indonesia

The statistical evidence— $t = 4.987$, $p < 0.001$, and a path coefficient of 0.252—demonstrates a significant positive relationship between entertainment and *brand equity*, in agreement with Saputri et al. (2023), who emphasized entertainment's major influence on brand equity, this finding suggests that Shopee's entertainment component can enhance brand value. Entertainment content on social media is an effective strategy to create an engaging and enjoyable experience for consumers, it increases *brand equity* by drawing attention and fostering emotional involvement, a positive perception, brand awareness, and loyalty.

E-WOM has a positive and significant influence on Brand equity on E-commerce Shopee in Indonesia

From the analysis, it was found that e-WOM results contributed to brand equity, resulting in a path coefficient of 0.230, t of 6.335, and p of 0.000. In line with the assumptions of Khan et al. (2023), which emphasizes the priorit e-WOM in strengthening *brand equity*. Through reviews, recommendations, and experiences shared online, e-WOM becomes a very influential source of information in shaping perceptions, building trust, and strengthening brand reputation. This has a direct impact on increasing loyalty, awareness, and perception of brand quality as key elements of *brand equity*.

Brand equity has a positive and significant effect on Purchase intention on E-commerce Shopee in Indonesia

The resulting path coefficient is 0.592, t is 12.724, p is <0.001 —indicating a substantial relationship between shopping intention and brand equity. Users will buy if they like the brand reviews. In line with the study of Majeed et al. (2021), explaining that brand equity contributes to shopping intention. When customers have favorable impressions of a brand, such trust, loyalty, and perceived quality, they are more likely to pick and buy that product instead of others. Consequently, *brand equity*, which does double duty by bolstering the company's market position and increasing customer purchase intentions.

Surveillance has a positive and significant effect on Purchase intention through Brand equity On E-commerce Shopee in Indonesia

Path coefficient = 0.071, t-statistic = 3.009, and p-value = 0.003 indicate that monitoring has a positive and statistically significant influence on purchase intent via *brand equity*. In addition to its direct effect, these results show that *surveillance* strengthens *brand equity*, which in turn affects purchase intentions. Consistent with findings from the study conducted by Majeed et al. (2021), the capacity of customers to keep tabs on information, reviews, and promotions on social media platforms is a key factor in developing favorable opinions of businesses. This perception strengthens *brand equity*, which then becomes the main factor in increasing consumer purchasing intentions, making *surveillance* as a strategic element in building relationships between consumers and brands.

Social interaction has a positive and significant effect on Purchase intention through Brand equity On E-commerce Shopee in Indonesia

Path coefficient = 0.122, t-statistic = 3.413, and p-value = 0.001 indicate that social contact positively and significantly affects purchase intention via *brand equity*. This discovery demonstrates that social contact influences purchase intention both directly and indirectly by enhancing *brand equity*. According to the findings of Saputri et al. (2023), *social interaction* through social media allows consumers to discuss, share

experiences, and receive feedback, which creates a stronger emotional connection with the brand. When these interactions increase *brand equity*, this directly encourages consumer purchasing intentions towards the products or services offered.

Information sharing has a positive and significant effect on Purchase intention through Brand equity on E-commerce Shopee in Indonesia

The empirical evidence reveals that information sharing has a meaningful and positive indirect effect on purchase intention, as mediated by *brand equity* (coefficient = 0.152; $t = 5.119$; $p = 0.000$). This research suggests that knowledge sharing increases purchase intentions both directly and indirectly by enhancing *brand equity*. According to Majeed et al.'s research (2021), *information sharing* through social media such as sharing experiences, reviews, and recommendations can increase consumer knowledge and form positive perceptions of the brand *Brand equity*. The influence of brand perception on purchase intention is magnified by the strength of the brand itself, which serves as a key driver in encouraging product acquisition.

Remuneration has a positive and significant effect on Purchase intention through Brand equity On E-commerce Shopee in Indonesia.

The analysis indicates that salary has a meaningful indirect influence on *purchase intention* through *brand equity* (coefficient = 0.080; $t = 2.480$; $p = 0.005$), reinforcing the notion that financial rewards shape purchasing behavior by elevating *brand equity*. Majeed et al. (2021) established in their study that providing discounts, gifts, or additional benefits has been shown to be effective in attracting consumer interest and making them associate the brand with positive values. Thus, *remuneration* strengthen *brand equity* which is an important mediator in increasing consumer purchasing intentions towards the products or services offered.

Entertainment has a positive and significant effect on Purchase intention through Brand equity On E-commerce Shopee in Indonesia

The analysis confirms that entertainment impacts purchase intention positively through the mediating effect of brand equity, with a coefficient of 0.136, t -statistic of 5.671, and p -value of 0.000. This discovery suggests that entertainment influences customer purchase intentions directly and indirectly by enhancing *brand equity*. According to research by Saputri et al. (2023), engaging entertainment content on social media serves to generate pleasurable experiences while reinforcing emotional connections with the brand. When *entertainment* increasing positive perceptions of the brand, this significantly drives consumer purchase intentions, making the entertainment element key in digital marketing strategies.

E-WOM has a positive and significant influence on Purchase intention through Brand equity on E-commerce Shopee in Indonesia.

The analysis confirms that e-WOM significantly enhances purchase intention through brand equity, with statistical evidence reflected in a coefficient of 0.149, a t -statistic of 4.644, and a p -value of 0.000. This research substantiates that e-WOM exerts a direct influence on customer purchase intentions and an indirect effect via enhancing *brand equity*. Khan et al. (2023) underscore the influential role of e-WOM in driving purchase decisions across digital platforms age via online evaluations, suggestions, and debates. e-WOM not only forms positive consumer perceptions of brands, but also strengthens the elements *brand equity* such as trust and loyalty, thus acting as an important bridge in indirectly increasing consumer purchasing intentions.

CONSLUSION

According to the findings of the research on the influence Surveillance, Social Interaction, Information Sharing, Remuneration, Entertainment, and Electronic Word of Mouth to Purchase Intention with Brand equity as a mediation one-commerce Shopee in Indonesia. Collectively, these characteristics demonstrate a meaningful and positive impact on brand equity and the intention to purchase. Brand equity, in turn, plays an essential intermediary role in linking social media components to consumer buying intentions. Thus, the better the interaction and communication built through Shopee's social media, the higher the positive perception of consumers towards brand value which ultimately drives their purchase intention on the platform.

In practice, Shopee is advised to continue optimizing social media content that is not only interesting and entertaining, but also informative and trustworthy, and to increase social interaction through more interactive features and active communities. Developing incentive programs that are in accordance with user segmentation is also important to strengthen loyalty and encourage repeat purchases. For further research, it is recommended to expand the study to platforms e-commerce others and add variables like trust, perceived value, as well as customer satisfaction to get a more comprehensive picture. The approach mixed method and segmentation of respondents based on demographics can also deepen understanding of consumer behavior in the field digital marketing and brand equity.

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