

ABSTRACT

The use of social media to explore consumer needs and preferences has become increasingly important, particularly through Instagram. Its interactive features provide opportunities for consumers to participate in the value co-creation process. Ecinos, a local fashion brand, is one of the businesses that actively adopts this strategy. Hence, this study focuses on Ecinos consumers. However, prior research on the relationship between social media marketing and value co-creation has produced inconsistent findings. To address this gap, the present study aims to examine the influence of social media marketing on value co-creation through the mediating roles of customer engagement and online customer reviews.

This study adopts a quantitative approach with purposive sampling, involving 150 respondents aged 16 to 40 who actively use Instagram and have prior experience as Ecinos consumers. The data were analyzed using Structural Equation Modeling (SEM), conducted through the AMOS software.

The findings indicate that social media marketing has a positive and significant effect on value co-creation through the mediation of customer engagement and online customer reviews. All four proposed hypotheses were statistically supported. These results offer practical implications for Ecinos management in developing more effective social media-based marketing strategies and provide a foundation for future research in the related field.

Keywords: *Social Media Marketing, Customer Engagement, Online Customer Reviews, Value Co-Creation.*

