



## The Influence of Social Media Marketing Sociolla on Brand Loyalty Through Brand Trust and Brand Equity

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### Abstract

*This study aims to identify the influence of social media marketing on brand loyalty through brand trust and brand equity. By using a quantitative approach through the distribution of online questionnaires and obtained a number of 152 respondents. The number of respondents was obtained based on the criteria of respondents who have social media, aged 18 - 40 years and know about Sociolla. Data analysis using the PLS-SEM method. The results of this study indicate that social media marketing has a positive influence on brand trust, brand equity and brand loyalty. Brand trust has a positive effect on brand equity but does not have a positive impact on brand loyalty. Brand equity has a positive influence on brand loyalty. This research can be used as an additional reference for further research involving social media marketing, brand trust, brand equity, and brand loyalty. As for the company, this research can be a consideration in improving communication and service to Sociolla consumers in order to increase brand loyalty.*

**Keywords:** *Social Media Marketing, Brand trust, Brand Equity, Brand loyalty*





## 1. INTRODUCTION

In today's technological era, almost everyone uses the internet and has social media. According to the Association of Indonesian Internet Providers or APSI, internet users in Indonesia have reached 210 million people out of Indonesia's total population of 275 million people. This means that 76.36% of Indonesians have used the internet. Meanwhile, according to We Are Social, there are 191 million active social media users in Indonesia. This social media refers to online platforms or application programs that aim to facilitate users in interacting and sharing content (Park & Namkung, 2022).

Brand trust can grow when companies fulfill the value they promise to their customers which is uploaded through content on their social media. Customers perceive that social media is more trustworthy than traditional promotional media (Foux, 2006). This can be because social media has the ability to provide interactive means of communication, provide fast feedback, and content made for consumers is more objective (Sohail et al, 2020). The marketing strategy carried out by the company through social media can foster a sense of customer brand trust in the company.

Business activities using social media bases tend to be an effective marketing strategy for building brand equity in today's digital era (Yazdanparast et al, 2015). Brand equity can generate value for consumers and help brands create a sustainable competitive position that other brands cannot easily shake off. The preference of a brand has a significant contribution to the product value of a brand.

Loyalty is defined as a firm commitment by consumers to repurchase or use the preferred goods/services consistently in the future. Brand loyalty depends on changes in consumer behavior, so it is important for companies to consider the impact of consumer use of social media and the company's social media marketing efforts (Sohail et al, 2020). The use of social media as a marketing tool today can influence brand loyalty to increase.

The object in this research is one of the companies engaged in the beauty business, namely PT. Social Bella or better known as Sociolla. Sociolla started its business online in 2015 amidst the growing beauty trend in Indonesia. Sociolla itself uses social media to promote its products, such as Instagram and Tiktok. Sociolla guarantees its consumers that they are





selling 100% authentic goods amidst the rise of counterfeit products that can harm consumers.

The purpose of this study is to examine and analyze the effect of social media marketing on brand loyalty through brand trust and brand equity. Practically the results and findings in this study can enrich the literature for future research. Empirically, the results and findings in this study can help business actors to be able to develop a good digital marketing strategy.

## **2. LITERATURE REVIEW**

### **2.1 Social Media Marketing**

Social media has become a center for promoting goods and services enabling companies to actively communicate in two directions with customers. Social media-based communication provides relevant information to consumers and reduces consumers' attempts to find information (Ismail, 2017). Kim and Ko's research (2012) identified that there are 5 constructs that can be felt in social media marketing, namely entertainment, interaction, trendiness, customization, word of mouth.

### **2.2 Brand Trust**

Trust is one of the most important factors for a brand that can increase or decrease the value of the brand itself and can make consumers have a sense of a brand (Puspaningrum, 2020). Trust in a brand can influence consumers in buying goods from that brand, which means that a brand can foster emotional feelings for its consumers.

### **2.3 Brand Equity**

Brand equity is one of the important concepts in understanding the goals, mechanisms and net impact of marketing efforts (Majeed, 2021). Brand equity can generate value for consumers and help brands create a sustainable competitive position that other brands cannot easily shake off. Keller (1993) proposed in his research that brand equity can





be seen in four dimensions, namely brand awareness, brand image, brand association, and perceived brand quality.

## 2.4 Brand Loyalty

Loyalty is a commitment that is firmly held by consumers to repurchase goods or services consistently in the future (Puspaningrum, 2020). According to research conducted by Chinomona (2016), brand loyalty leads to certain marketing advantages such as reduced marketing costs, more new customers, and greater trade influence. Brand loyalty is also a prerequisite for a company's competitiveness and profitability.

## 2.5 Hypothesis and Model Development

In today's digital era, marketing through social media has become commonplace. Social media are applications, platforms and online media that aim to facilitate collaborative interactions and content sharing (Richer & Koch, 2007). According to Kim and Ko (2012), marketing activities on social media can reduce misunderstanding and prejudice against the brand and increase brand value by creating a platform for exchanging ideas and information among many people online. The interaction between companies and consumers can foster a sense of trust and eliminate a sense of uncertainty that might prevent customers from engaging with brands (Khadim et al., 2018). Based on the research that has been done before, the researcher proposes the first hypothesis as follows:

*H1: Social media marketing has a positive effect on brand trust*

Companies need to have consistent interactions by uploading content and interacting with followers on a regular basis. Such effective social media marketing activities are essential for positive consumer-based brand equity (Koay et al., 2020). Various social media marketing activities are assumed to affect various customer-based components of brand equity (Ebrahim, 2020). Companies need to use marketing strategies such as symbols or slogans in an effort to increase brand equity (Majeed, 2021). Based on the research that has been done before, the researcher proposes a second hypothesis as follows:





*H2: Social media marketing has a positive effect on brand equity*

Brand loyalty depends on changes in consumer behavior, so it is important to consider the impact of social media use by consumers and social media marketing efforts by companies (Sohail, 2020). Marketing through social media has a positive impact on a brand. Consumers can voice their satisfaction and dissatisfaction to brands through social media so that the relationship between companies and consumers will develop positively. As a result, the relationship between consumers and strong companies on social media will lead to brand loyalty (Ismail, 2017). Based on previous research, the researcher proposes the third hypothesis as follows:

*H3 : Social media marketing has a positive effect on brand loyalty*

Delgado & Munuera (2005) state that customer trust in a brand is the brand's ability to be trusted, which stems from consumer confidence that the product can fulfill the promised value, which in itself is based on consumer confidence that the brand can prioritize consumer interests. Brand equity as a relational market-based asset implies that building and maintaining trust is one of the core of brand equity (Delgado, 2005). The unique value perceived by consumers can come from greater trust in a particular brand that other brands cannot provide. Based on previous research, the researcher proposes the fourth hypothesis as follows:

*H4: Brand Trust has a positive effect on brand equity*

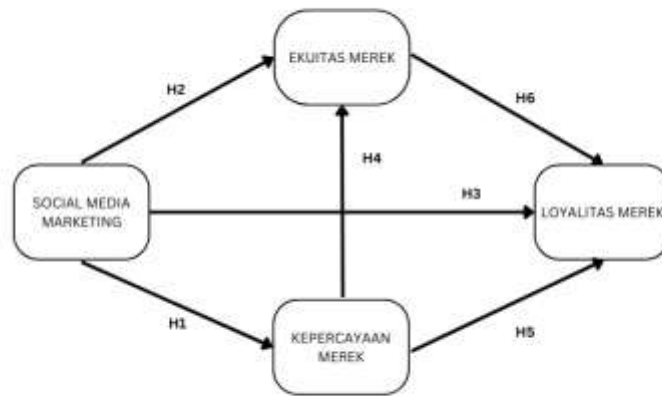
Brand trust is also classified as a key mediator for long-term relationships between companies and consumers that lead to brand loyalty (El Naggar & Bendary, 2017). According to research conducted by Huang (2017), brand trust has been studied extensively in relationship marketing, specifically its bridging effects on customer preferred responses, such as brand loyalty. This brand trust influences customers to make repeat purchases of the brand. Based on previous research, the researcher proposes the fifth hypothesis as follows:

*H5: Brand trust has a positive effect on brand loyalty*



According to Sasmita and Mohd Suki (2015), companies that have high brand equity also have a competitive advantage, the potential to grow successfully, resistance to competitive pressures, and higher competitive entry barriers. In Sun et al.'s research (2021), brand equity is defined as intangible brand assets associated with brand awareness, brand confidence, brand loyalty, perceived brand quality, and favorable brand symbolism and associations that provide competitive advantage and future revenue. Based on previous research, the researcher proposes the sixth hypothesis as follows:

*H6 : Brand equity has a positive effect on brand loyalty*



Picture 1. Conceptual Framework

### 3. RESEARCH METHOD

This study uses a sample taken by quantitative methods through distributing google form questionnaires with Likert scale values of 1 to 6. To determine the sample size, researchers follow guidelines that require the number of indicators to be multiplied by 5 to 10 (Hair et al., 2014). In this study, researchers multiplied the number of indicators by 8 so



that the minimum sample size was 128. However, in this study 152 respondents were collected. The data was then analyzed using descriptive analysis and statistical analysis with the Structural Equation Model (SEM) approach. The software used to process data is SmartPLS 3.29.

**Table 1. Respondent Characteristic**

<b>Respondent Characteristic</b>	<b>Frequency</b>	<b>%</b>
<b>Gender</b>		
Man	27	17.8%
Woman	125	82.2%
<b>Age</b>		
<18 years old	0	0
18 - 25 years	123	80.93%
25 - 36 years	29	19.07%
>36 years	0	0
<b>Job</b>		
Students	115	75.7%
Civil Servants	2	1.3%
Private Employee	28	18.4%
Businessman	7	4.6%
<b>Average Income</b>		
< 2.000.000	82	53.9%
2.000.001 - 4.000.000	34	22.4%
4.000.001 - 6.000.000	18	11.8%
6.000.001 - 8.000.000	13	8.6%
8.000.001 - 10.000.000	5	3.3%

Based on Table 1 above, the majority of respondents in this study were women with a ratio of 125 female respondents with a percentage of 82.2%. the majority of respondents in this study were in the age range 18-25 years, totaling 123 respondents with a percentage





of 80.93%. The majority of respondents in this study were in the category of students who had 115 respondents with a percentage of 75.7%. the majority of respondents in the average income category in this study ranged from less than Rp. 2,000,000 as many as 82 respondents with a percentage of 53.9%.

#### 4. RESULT

##### 4.1 Convergent Validity Test

Convergent validity testing considers the Outer Loadings Indicator and Average Variance Extracted (AVE). In this study, researchers determined that the minimum value of the Outer Loadings Indicator must be greater than 0.70 (>0.70) (Hair et al., 2021). However, according to Ghozali and Latan (2015) the Outer Loadings Indicator value of 0.50 - 0.60 is still acceptable. In addition, the convergent validity test is also measured using Average Variance Extracted (AVE). In this study, researchers used a minimum AVE value of 0.50 (Hair et al., 2021).

**Table 2. Outer Loadings Indicator**

Variable	Indicator	Outer Loadings Indicators
<b>Social Media Marketing</b>	SMM1	0.730
	SMM2	0.753
	SMM3	0.745
	SMM4	0.724
	SMM5	0.813
	SMM6	0.739
<b>Brand Trust</b>	BT1	0.772
	BT2	0.771
	BT3	0.823
	BT4	0.844







<b>Brand Equity</b>	BE1	0.858
	BE2	0.911
	BE3	0.877
<b>Brand Loyalty</b>	BL1	0.875
	BL2	0.928
	BL3	0.901

Based on table 2 above, it can be concluded that all indicators are declared valid because they have met the predetermined minimum limit of > 0.70. Furthermore, assess validity by checking the AVE value which must have a value of more than 0.50.

**Table 3. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
<b>Social Media Marketing</b>	0.564
<b>Brand Trust</b>	0.645
<b>Brand Equity</b>	0.778
<b>Brand Loyalty</b>	0.813

Based on table 3 above, above, it can be concluded that all indicators in each variable in this study are declared valid because they have met the minimum value of Average Variance Extracted (AVE) > 0.50.

#### 4.2 Discriminant Validity Test

This discriminant validity assessment is carried out to measure whether the construct has a sufficient number. This validity is done by looking at the Cross Loadings





value. The Cross Loadings value for each indicator in the construct must be greater than the Cross Loadings value for other construct indicators.

**table 4. Cross Loading**

	<b>Brand Equity</b>	<b>Brand Loyalty</b>	<b>Brand Trust</b>	<b>Social Media Marketing</b>
<b>BE1</b>	0.858	0.558	0.414	0.361
BE2	0.911	0.633	0.535	0.489
BE3	0.877	0.609	0.515	0.538
BL1	0.606	0.875	0.603	0.650
BL2	0.606	0.928	0.525	0.610
BL3	0.623	0.901	0.559	0.606
BT1	0.358	0.463	0.772	0.578
BT2	0.403	0.517	0.771	0.549
BT3	0.486	0.504	0.823	0.546
<b>BT4</b>	0.531	0.521	0.844	0.594
<b>SMM1</b>	0.320	0.525	0.538	0.730
<b>SMM2</b>	0.365	0.565	0.553	0.753
<b>SMM3</b>	0.314	0.492	0.529	0.745
<b>SMM4</b>	0.406	0.452	0.454	0.724
<b>SMM5</b>	0.507	0.605	0.538	0.813
<b>SMM6</b>	0.460	0.458	0.561	0.739

Based on table 4 above, it can be concluded that the Cross Loadings value of all indicators on each variable is greater than the indicators on other variables. Then, it can be concluded that all items on each variable in this study have discriminant validity that meets the standards.





### 4.3 Reliability Test

The reliability test in this study uses the Cronbach's Alpha coefficient reference and the value of Composite Reliability. According to Zikmund et al., (2016), Cronbach's Alpha has a minimum value of  $\alpha \geq 0.60$ . Meanwhile, Composite Reliability has a minimum value of 0.60 (Hair et al., 2021).

**Table 5. Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability
Brand Equity	0.858	0.913
Brand Loyalty	0.885	0.929
Brand Trust	0.816	0.879
Social Media Marketing	0.845	0.886

Based on the processing results described in the table above, it shows that the Cronbach's Alpha value of all variables in this study is more than equal to 0.60 ( $\alpha \geq 0.60$ ). Based on the processing results described in table 5 above, it shows that the Cronbach's Alpha value of all variables in this study is more than equal to 0.60 ( $\geq 0.60$ ). Thus it can be concluded that all variables in this study are reliable or reliable.

### 4.4 Hypothesis Test

Hypothesis testing in this study is based on the P-Value and T-Value. The provision of the P-Value is less than 0.05 ( $P\text{-Value} < 0.05$ ) while the provision of the T-Value is more than 1.96 ( $T\text{-Value} > 1.96$ ). If  $T \text{ count} < T \text{ table}$ , the hypothesis is rejected. Conversely, if  $T \text{ count} > T \text{ table}$ , the hypothesis is accepted.





Table 6. Hypothesis Test

Relation	<i>Original Sample (O)</i>	<i>Standard Deviation</i>	<i>T Statistic</i>	<i>P Statistic</i>	Conclusion
Social Media Marketing → Brand Trust (H1)	0.705	0.096	7.350	0.000	<b>H1 Supported</b>
Social Media Marketing → Brand Equity (H2)	0.273	0.099	2.761	0.006	<b>H2 Supported</b>
Social Media Marketing → Brand Loyalty (H3)	0.386	0.091	4.241	0.000	<b>H3 Supported</b>
Brand Trust → Brand Equity (H4)	0.365	0.093	3.910	0.000	<b>H4 Supported</b>
Brand Trust → Brand Loyalty (H5)	0.125	0.100	1.257	0.209	<b>H5 Not Supported</b>
Brand Equity → Brand Loyalty (H6)	0.408	0.115	3.535	0.000	<b>H6 Supported</b>





1. AZAHYPOTHESIS 1 (H1) test using Path Coefficient shows that social media marketing has a positive and significant effect on brand trust. This can be proven by the T-Value > 1.96, which is 7,350, the P-Value < 0.05, which is 0.000 and has an effect of 0.705. Thus, it can be concluded that H1 in this study is accepted.
2. Hypothesis 2 (H2) test using Path Coefficient shows that social media marketing has a positive and significant effect on brand equity. This can be proven by the T-Value > 1.96, which is 2.761, the P-Value < 0.05, which is 0.006 and has an effect of 0.273. Thus, it can be concluded that H2 in this study is accepted.
3. Hypothesis 3 (H3) test using Path Coefficient shows that social media marketing has a positive and significant effect on brand loyalty. This can be proven by the T-Value > 1.96 which is 4.241, the P-Value < 0.05 which is 0.000 and has an influence of 0.386. Thus, it can be concluded that H3 in this study is accepted.
4. Hypothesis 4 (H4) test using Path Coefficient shows that brand trust has a positive and significant effect on brand equity. This can be proven by the T Value > 1.96, which is 3.910, the P-Value value < 0.05, which is 0.000 and has an effect of 0.365. Thus, it can be concluded that H4 in this study is accepted.
5. Hypothesis 5 (H5) test using Path Coefficient shows that brand trust has no positive and significant effect on brand loyalty. This can be proven by the T-Value < 1.96, which is 1.257, the P-Value > 0.05, which is 0.209 and an effect of 0.125. Thus, it can be concluded that H5 in this study is rejected.
6. Hypothesis 6 (H6) test using Path Coefficient shows that brand equity has a positive effect on brand loyalty. This can be proven by the T-Value > 1.96, which is 3.535, the P-Value < 0.05, which is 0.000 and an effect of 0.408. Thus, it can be concluded that H6 in this study is accepted.

## 5. DISCUSSION

1. Based on the results of testing hypothesis 1, it can be seen that social media marketing has a strong enough influence on brand trust. The results of this study are in line with previous research where social media marketing has a positive and significant





relationship with brand trust (Anggraini et al., 2019; Irawan et al., 2020; Zulfikar et al., 2017). The results of this study are also reinforced by previous research by Hiendrawan et al (2021) which states that social media marketing is a tool used to foster a sense of trust in brands.

2. Based on the results of hypothesis 2 testing, it can be seen that social media marketing has a strong enough influence on brand equity. The results of this study are in line with previous research where social media marketing has a positive influence in increasing brand equity (Tatar et al., 2016; Laroche et al., 2012). Previous research also explains that consumer perceptions of social media marketing activities carried out online can improve the position of the company (Haudi et al., 2022).
3. Based on the results of hypothesis 3 testing, it can be seen that social media marketing has a fairly strong influence on brand loyalty. The results of this study are in line with previous research where social media marketing has a positive influence on increasing brand loyalty (Erdogmus et al., 2012). In previous research, it was also explained that social media marketing can be used as a tool that companies can use to communicate with consumers in building brand loyalty in addition to using traditional methods (Puspaningrum, 2020).
4. Based on the results of testing hypothesis 4, it can be seen that brand trust has a fairly strong influence on brand equity. The results of this study are in line with previous research where trust can strengthen company assets as indicated by brand equity (Haudi et al., 2020). Brand trust is needed to start and maintain relationships in marketing and trust also develops from previous experiences and contributes to building brand knowledge and associations.
5. Based on the results of testing hypothesis 5, it can be seen that brand trust has no positive effect on brand loyalty. The results of this study are in line with previous research where consumer trust in a brand is not significant to loyalty to that brand (Apriliani et al., 2020). In addition, research conducted by Dewi et al., (2017) which states that brand trust has no positive and significant effect on brand loyalty.





6. Based on the results of testing hypothesis 6, it can be seen that brand equity has a positive influence on brand loyalty. The results of this study are in line with previous research where brand equity has a positive and significant impact on creating brand loyalty (Monavvarian et al., 2015). This is also evidenced by research conducted by Karadeniz (2010) which states that brand equity has a positive influence on brand loyalty to customers.

## 6. RESEARCH LIMITATION

This research only has a very limited sample and object and does not adequately represent all respondents. This research also only focuses on explaining the effectiveness and usefulness of social media as a marketing tool. Researchers are also limited by time, energy, and abilities. This research is also only limited to the discussion and explanation of social media marketing, brand trust, brand equity, and brand loyalty.

## 7. MANAGERIAL IMPLICATION

Based on the findings of the results of this study, social media marketing is one of the important strategies used by companies that affect brand trust, brand equity, and brand loyalty. This can also be used as input for companies to pay more attention to the social media marketing strategies they will use. Because, social media marketing is very useful for building brand trust and brand loyalty in the minds of consumers and building brand equity from consumers.

## 8. CONCLUSION

Based on data analysis and discussion, the following conclusions can be drawn in this study: (1) Social media marketing has a positive effect on brand trust; (2) social media marketing has a positive effect on brand equity; (3) social media marketing has a positive effect on brand loyalty; (4) brand trust has a positive effect on brand equity; (5) brand trust has no positive effect on brand loyalty; (6) brand equity has a positive effect on brand loyalty.





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