

BAB V

PENUTUP DAN IMPLIKASI MANAJERIAL

Dalam bab ini akan menjelaskan kesimpulan secara singkat yang diperoleh dari penelitian ini. Bab ini juga menjelaskan implikasi manajerial yang berisi masukan dan saran untuk perusahaan dalam mengembangkan bisnis yang diharapkan.

5.1 Kesimpulan

5.1.1 Profil Responden

Penelitian ini menggunakan kuesioner untuk mengumpulkan data yang dibutuhkan. Data kuesioner dikumpulkan melalui *google form* yang disebarluaskan melalui media sosial seperti *Whatsapp* dan *Instagram*. Responden yang terkumpul sebanyak 262 namun, responden yang memenuhi kriteria sebanyak 156 responden. Responden yang paling banyak adalah perempuan yaitu sebanyak 117 responden atau. Usia responden dalam penelitian ini berkisar 17-30 tahun keatas. Responden yang paling banyak mengisi adalah responden mahasiswa S1 sebanyak 77 responden. Dalam penelitian ini responden yang memiliki pendapatan perbulan berkisar 1.000.000,00 – 2.000.000,00 sebanyak 44 responden.

5.1.2 Statistik Deskriptif

Variabel pemasaran sosial media memiliki rata-rata 4.373 dengan kategori sangat tinggi. Variabel citra merek memiliki rata-rata 4.260 dengan kategori sangat tinggi. Variabel kepercayaan merek memiliki rata-rata 4.384 dengan kategori sangat tinggi. Variabel niat pembelian memiliki rata-rata 4.418 dengan kategori sangat tinggi.

5.1.3 Hasil Hipotesis

1. Hasil uji hipotesis pertama (H1) membuktikan bahwa pengaruh citra merek berpengaruh positif terhadap niat pembelian.
2. Hasil uji hipotesis kedua (H2) membuktikan bahwa pengaruh kepercayaan merek berpengaruh secara positif dan signifikan terhadap niat pembelian.
3. Hasil uji hipotesis ketiga (H3) membuktikan bahwa pengaruh pemasaran sosial media berpengaruh positif dan signifikan terhadap citra merek.
4. Hasil uji hipotesis keempat (H4) membuktikan bahwa pemasaran sosial media berpengaruh positif dan signifikan terhadap kepercayaan merek.
5. Hasil uji hipotesis kelima (H5) membuktikan bahwa pemasaran sosial media berpengaruh negatif atau tidak signifikan terhadap niat pembelian

6. Hasil uji hipotesis keenam (H6) membuktikan bahwa kepercayaan merek memediasi pengaruh pemasaran sosial media terhadap niat pembelian.
7. Hasil uji hipotesis ketujuh (H7) membuktikan bahwa citra merek memediasi pengaruh pemasaran sosial media terhadap niat pembelian

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian sebelumnya, maka implikasi manajerial yang dapat diberikan oleh peneliti sebagai berikut:

- 1) Berdasarkan hasil yang didapatkan pada hipotesis pertama (H1), diperoleh bahwa citra merek memiliki pengaruh terbesar terhadap niat pembelian. Berdasarkan temuan bahwa indikator terbesar dalam penelitian citra merek adalah Hanasui harus bisa berpusat pada kebutuhan pelanggan. Hanasui harus melakukan riset lebih dalam untuk mengetahui kebutuhan konsumen secara spesifik. Dengan mengetahui kebutuhan yang spesifik yaitu bisa meningkatkan niat pembelian produk Hanasui. Berdasarkan data bahwa trend kebutuhan konsumen adalah Lip Tint multifungsi yang bisa digunakan sebagai blush dan eyeshadow. Sehingga dimasa depan untuk meningkatkan citra merek hanasyi dapat mengeluarkan produk Lip Tint multifungsi.
- 2) Berdasarkan hasil penelitian yang didapatkan pada hipotesis kedua (H2) diperoleh bahwa kepercayaan merek memiliki pengaruh terbesar terhadap niat pembelian. Berdasarkan temuan bahwa indikator terbesar dalam penelitian kepercayaan merek adalah Hanasui menawarkan produk yang aman bagi konsumen. Hanasui harus mempertahankan keamanan produk dan memperkuat komunikasi dengan konsumen mengenai keamanan produk Hanasui maupun uji dermatologis akan semakin memperkuat kepercayaan konsumen terhadap keamanan produk Hanasui.
- 3) Berdasarkan hasil penelitian yang didapatkan pada hipotesis ketiga (H3) diperoleh bahwa pemasaran sosial media memiliki pengaruh terbesar terhadap citra merek. Berdasarkan temuan bahwa indikator terbesar dalam penelitian pemasaran sosial media adalah menggunakan sosial media *TikTok* Hanasui adalah hal yang modern. Hanasui harus selalu berinovasi dalam strategi pemasaran media sosial dan juga selalu mengikuti tren terbaru di *TikTok*. Dengan selalu mengetahui tren dan berinovasi dapat meningkatkan citra merek.

- 4) Berdasarkan hasil penelitian yang didapatkan pada hipotesis keempat (H4) diperoleh bahwa pemasaran sosial media memiliki pengaruh terbesar terhadap kepercayaan merek. Berdasarkan temuan bahwa indikator terbesar dalam penelitian pemasaran sosial media adalah menggunakan sosial media *TikTok* Hanasui adalah hal yang modern. Hanasui harus menjaga kualitas pemasaran sosial media dan harus selalu kreatif dan menarik dalam melakukan pemasaran sosial media di *TikTok* seperti melakukan edukasi mengenai bahan produk Hanasui, cara penggunaan dan hasil pemakaian. Dengan selalu membuat kreativitas dan edukasi produk Hanasui akan meningkatkan kepercayaan merek.
- 5) Berdasarkan hasil penelitian yang didapatkan pada hipotesis keenam (H6) bahwa Pengaruh kepercayaan merek dalam memediasi pengaruh pemasaran sosial media terhadap niat pembelian. Berdasarkan temuan bahwa indikator terbesar dalam penelitian pemasaran sosial media dalam membangun kepercayaan merek adalah menggunakan sosial media *TikTok* Hanasui adalah hal yang modern dan juga berdasarkan temuan indikator terbesar kepercayaan merek dalam membangun niat pembelian adalah merasa bahwa produk Hanasui menawarkan produk yang aman. Sarannya adalah media sosial Hanasui bisa memberikan berita-berita yang bisa dipercaya seperti proses pembuatan produk Hanasui, bahan yang ada pada produk Hanasui dan uji dermatologis. Dengan ini maka meningkatkan niat pembelian produk Hanasui
- 6) Berdasarkan hasil penelitian yang didapatkan pada hipotesis ketujuh (H7) Pengaruh citra merek dalam memediasi pengaruh pemasaran sosial media terhadap niat pembelian. Berdasarkan temuan bahwa indikator terbesar dalam penelitian pemasaran sosial media dalam membangun citra merek adalah menggunakan sosial media *TikTok* Hanasui adalah hal yang modern dan juga berdasarkan temuan indikator terbesar citra merek dalam membangun niat pembelian adalah produk Hanasui berpusat pada kebutuhan pelanggan. Sarannya adalah media sosial Hanasui bisa menonjolkan kedekatan *brand* dengan konsumen seperti membuat konten Q&A ataupun polling produk. Hanasui juga bisa menyampaikan pesan bahwa produk Hanasui berfokus pada kebutuhan pelanggan dan dapat disampaikan seperti membuat tutorial, tips dan solusi ataupun mereview pengguna produk Hanasui. Dengan ini dapat meningkatkan niat pembelian produk Hanasui.

5.3 Keterbatasan Penelitian

Berdasarkan hasil penelitian, peneliti menemukan beberapa keterbatasan dalam penelitian yaitu sebagai berikut:

- 1) Penelitian ini tidak mencakup seluruh faktor yang dapat memengaruhi niat pembelian konsumen. Faktor lain seperti harga dan kualitas produk tidak dijadikan fokus dalam penelitian ini.
- 2) Dalam penelitian ini pemasaran sosial media tidak dibagi dalam beberapa dimensi. Menurut Mahyuzar *et al* (2020) pemasaran media sosial memiliki beberapa dimensi. Seperti, Hiburan (Entertainment), Interaksi (Interaction), Mengikuti trend (Trendiness), Kustomisasi (Customization).

5.4 Saran Penelitian Kedepan

- 1) Disarankan agar penelitian selanjutnya menambahkan variabel lain seperti harga, kualitas produk, atau strategi promosi, untuk memperoleh hasil yang lebih menyeluruh dalam memahami faktor yang memengaruhi niat pembelian.
- 2) Penelitian kedepannya akan melakukan penelitian lebih detail dan spesifik masing-masing dimensi dari pemasaran sosial media. Misalnya meneliti bagaimana pengaruh interaksi terhadap niat pembelian dan sebagainya.

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LAMPIRAN 1 KUESIONER PENELITIAN

**PENGARUH AKTIVITAS PEMASARAN *TIKTOK* PADA NIAT BELI PRODUK
DENGAN CITRA MEREK DAN KEPERCAYAAN SEBAGAI VARIABEL
MEDIASI
(STUDI PADA HANASUI)**

A. Pertanyaan Filter

- 1) Apakah anda mengetahui brand Hanasui?
 - a. Ya
 - b. Tidak
- 2) Apakah anda adalah follower akun *TikTok* resmi Hanasui?
 - a. Ya
 - b. Tidak

B. Profil Responden

- 1) Jenis Kelamin
 - a. Perempuan
 - b. Laki-laki
- 2) Usia
 - a. 17-20 tahun
 - b. 21-25 tahun
 - c. 26-30 tahun
 - d. > 30 tahun
- 3) Pendidikan yang dijalani saat ini
 - a. SMP
 - b. SMA
 - c. Diploma
 - d. Pasca Sarjana

- e. S1
- f. S2
- g. S3
- 4) Pendapatan/uang saku perbulan
 - a. < Rp. 1.000.000
 - b. Rp.1.000.001 - Rp.2.000.000
 - c. Rp. 2.000.001 - Rp. 3.000.000
 - d. Rp. 3.000.001 - Rp. 4.000.000
 - e. > Rp. 4.000.000
- 5) Perkerjaan
 - a. Freelance
 - b. Wiraswasta
 - c. Pelajar / Mahasiswa
 - d. Karyawan Swasta
 - e. Karyawan Negeri
 - f. Tidak bekerja

C. Pemasaran Sosial Media

No	Pertanyaan			Skala		
1	Sosial media <i>TikTok</i> Hanasui menyenangkan	STS	TS	N	S	SS
2	Konten yang bagikan di sosial media <i>TikTok</i> Hanasui menyenangkan.					
3	Memungkinkan untuk berbagi infomasi di <i>TikTok</i> Hanasui.					
4	Melakukan diskusi dan pertukaran opini menungkinan di <i>TikTok</i> Hanasui.					
5	Mudah mengekspresikan opini di sosial media <i>TikTok</i> Hanasui.					
6	Informasi yang dibagikan di sosial media <i>TikTok</i> Hanasui terkini.					
7	Menggunakan sosial media <i>TikTok</i> Hanasui adalah hal yang modern.					
8	Informasi yang saya butuhkan dapat di temukan di sosial media <i>TikTok</i> Hanasui.					
9	Media sosial <i>TikTok</i> Hanasui menyediakan infomasi yang saya butuhkan.					
10	Sosial media <i>TikTok</i> Hanasui mengurangi kekhawatiran saya mengenai produk kosmetik Hanasui.					
11	Sosial media <i>TikTok</i> Hanasui mengurangi kekhawatiran saya menggunakan produk Hanasui					

D. Citra Merek

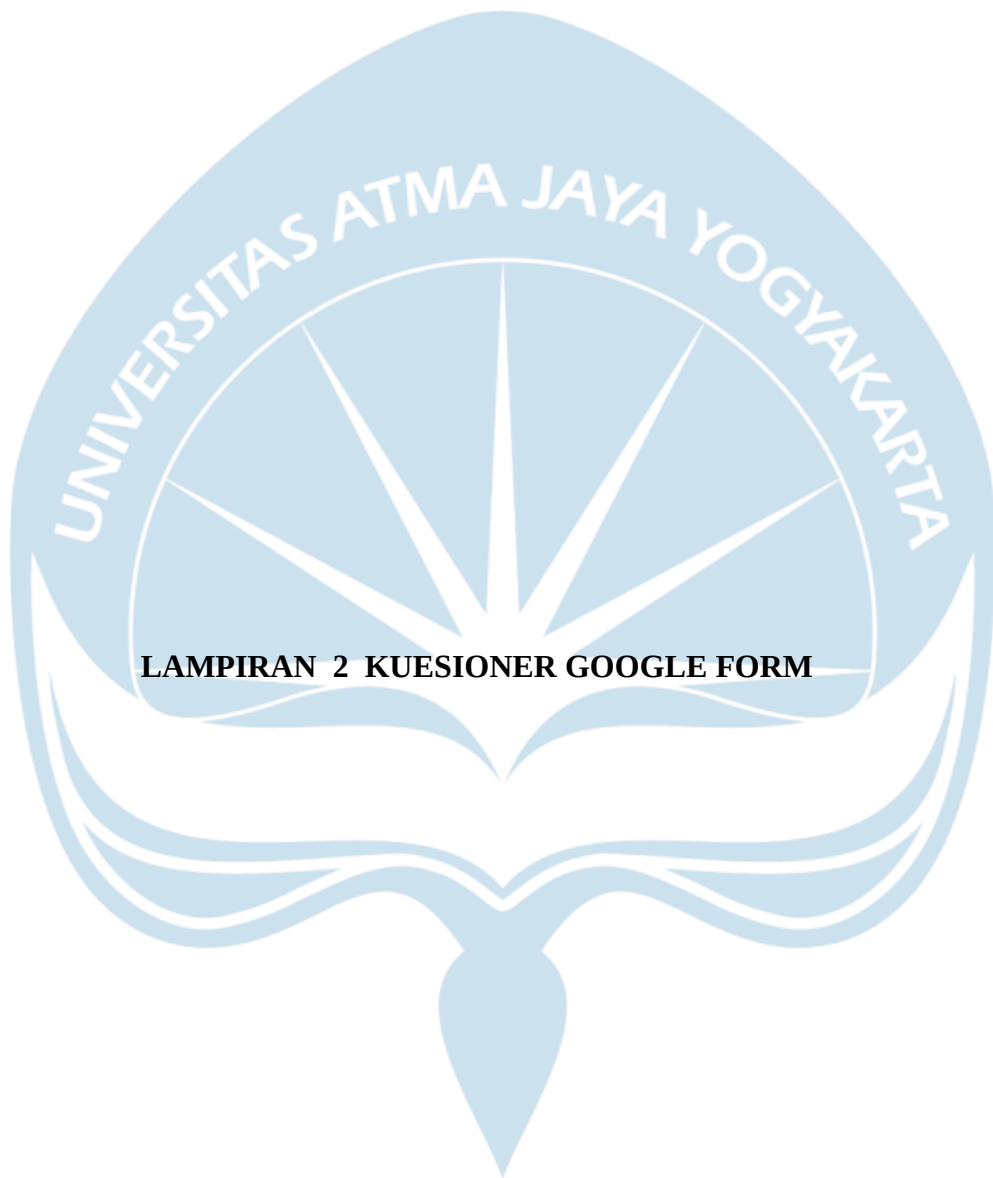
No	Pertanyaan			Skala		
		STS	TS	N	S	SS
1	Produk Hanasui adalah pemimpin di sektor kosmetik.					
2	Saya memiliki memori yang bagus mengenai Produk Hanasui.					
3	Produk Hanasui berpusat pada kebutuhan pelanggan					

E. Kepercayaan Merek

No	Pertanyaan			Skala		
1	Saya percaya pada produk Hanasui.	STS	TS	N	S	SS
2	Saya merasa produk Hanasui ini dapat dipercaya.					
3	Saya merasa produk Hanasui ini menawarkan produk yang aman.					
4	Saya pikir produk Hanasui ini telah memberikan apa yang dijanjikan.					

F. Niat Pembelian

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Saya berharap dapat membeli produk Hanasui.					
2	Saya kemungkinan besar akan membeli produk Hanasui yang direkomendasikan oleh teman-teman saya di media sosial Tik Tok.					
3	Saya berniat membeli produk Hanasui yang saya sukai berdasarkan interaksi media sosial di Tik Tok.					
4	Saya bermaksud membeli produk Hanasui seperti yang dipasarkan di media sosial Tik Tok yang saya ikuti.					
5	Berinteraksi dengan media sosial Tik Tok produk Hanasui ini membantu saya membuat keputusan yang lebih baik sebelum membeli produk					



LAMPIRAN 2 KUESIONER GOOGLE FORM



Pengaruh Aktivitas Pemasaran Tik Tok Pada Niat Pembelian Produk dengan Citra Merek dan Kepercayaan Sebagai Variabel Mediasi (Studi Pada Hanasui)

Perkenalkan, saya Theresa Agustin mahasiswa tingkat akhir dari program studi Manajemen Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk memehuni tugas akhir yang berjudul **Pengaruh Aktivitas Pemasaran Tik Tok Pada Niat Beli Produk dengan Citra Merek dan Kepercayaan sebagai Variabel Mediasi (Studi pada Hanasui)**. Saya sangat mengharapkan ketersediaan Bapak/Ibu/Saudara/Saudari untuk dapat meluangkan waktu dan berpartisipasi dalam penelitian ini dengan mengisi kuesioner dan memilih jawaban yang paling mewakili diri Bapak/Ibu/Saudara/Saudari. Setiap informasi yang diberikan pada kuesioner ini akan dijamin

Hanasui). Saya sangat mengharapkan ketersediaan Bapak/Ibu/Saudara/Saudari untuk dapat meluangkan waktu dan berpartisipasi dalam penelitian ini dengan mengisi kuesioner dan memilih jawaban yang paling mewakili diri Bapak/Ibu/Saudara/Saudari. Setiap informasi yang diberikan pada kuesioner ini akan dijamin kerahasiaanya dan hanya digunakan untuk kepentingan akademik. Atas perhatian dan kesediaan Bapak/Ibu/Saudara/Saudari sebagai partisipan dalam penelitian ini, saya ucapkan terimakasih.

Berikut adalah petunjuk pengisian kuesioner :

- 1 = Sangat tidak setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Hormat saya,

Theresa Agustin

theresaagustin20217@gmail.com [Ganti akun](#)

 Tidak dibagikan

Pertanyaan Filter

Apakah anda mengetahui brand Hanasui ? *

- ☐ Ya
- ☐ Tidak

Pertanyaan Filter

Apakah anda adalah follower akun TikTok resmi Hanasui? *

- ☐ Ya
- ☐ Tidak

Demografi Responden

Nama

Jawaban Anda

Jenis kelamin *

- ☐ Perempuan
- ☐ Laki-laki

Usia *

- ☐ 17 Tahun - 20 Tahun
- ☐ 21 Tahun - 25 Tahun
- ☐ 26 Tahun - 30 Tahun
- ☐ > 30 Tahun

Pendidikan yang dijalani saat ini *

- ☐ SMP
- ☐ SMA
- ☐ Diploma
- ☐ Pasca Sarjana
- ☐ S1
- ☐ S2
- ☐ S3

Pendapatan / uang saku perbulan *

- ☐ < Rp. 1.000.000
- ☐ Rp.1.000.001 - Rp.2.000.000
- ☐ Rp. 2.000.001 - Rp. 3.000.000
- ☐ Rp. 3.000.001 - Rp. 4.000.000
- ☐ > Rp. 4.000.000

Pekerjaan

- ☐ Freelance
- ☐ Wiraswasta
- ☐ Pelajar / Mahasiswa
- ☐ Karyawan Swasta
- ☐ Karyawan Negeri
- ☐ Tidak bekerja
- ☐ Yang lain: _____

Kembali

Berikutnya

Kosongkan
formulir

Aktivitas Pemasaran Media Sosial TikTok

Sosial media TikTok Hanasui menyenangkan *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Konten yang bagikan di sosial media TikTok Hanasui menyenangkan. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Memungkinkan untuk berbagi informasi di TikTok Hanasui. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Melakukan diskusi dan pertukaran opini memungkinkan di TikTok Hanasui. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Mudah mengekspresikan opini di sosial media TikTok Hanasui. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Informasi yang dibagikan di sosial media TikTok Hanasui terkini. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



Menggunakan sosial media TikTok Hanasui adalah hal yang modern. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Informasi yang saya butuhkan dapat di temukan di sosial media TikTok Hanasui. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



Media sosial TikTok Hanasui menyediakan *
informasi yang saya butuhkan.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Sosial media TikTok Hanasui mengurangi *
kekhawatiran saya mengenai produk
kosmetik Hanasui.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju



Sosia media TikTok Hanasui *
mengurangi kekhawatiran saya
menggunakan produk Hanasui

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Citra Merek

Produk Hanasui adalah pemimpin di sektor *
kosmetik.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya memiliki memori yang bagus *
mengenai Produk Hanasui.

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Produk Hanasui berpusat pada kebutuhan *
pelanggan

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kepercayaan merek

Saya percaya pada produk Hanasui. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya merasa produk Hanasui ini dapat dipercaya. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya merasa produk Hanasui ini menawarkan produk yang aman. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya pikir produk Hanasui ini telah memberikan apa yang dijanjikan. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Niat Pembelian

Saya berharap dapat membeli produk Hanasui. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya kemungkinan besar akan membeli produk Hanasui yang direkomendasikan oleh teman-teman saya di media sosial Tik Tok. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

Sangat Setuju

Saya berniat membeli produk Hanasui yang saya sukai berdasarkan interaksi media sosial di Tik Tok. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya bermaksud membeli produk Hanasui seperti yang dipasarkan di media sosial Tik Tok yang saya ikuti. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Berinteraksi dengan media sosial Tik Tok produk Hanasui ini membantu saya membuat keputusan yang lebih baik sebelum membeli produk. *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali

Kirim

Kosongkan formulir





LAMPIRAN 3 HASIL KUESIONER

No	Timestamp	Apakah anda mengetahui brand Hanasui ?	Apakah anda adalah follower akun TikTok resmi Hanasui?	Jenis kelamin	Usia	Pendidikan yang dijalani saat ini	Pendapatan / uang saku perbulan	Pekerjaan
1.	3/25/2025 17:46:15	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
2.	3/25/2025 17:54:29	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
3.	3/25/2025 17:56:06	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	Diploma	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
4.	3/25/2025 17:58:44	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	> Rp. 4.000.000	Karyawan Swasta
5.	3/25/2025 18:12:56	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
6.	3/25/2025 18:13:57	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Swasta
7.	3/25/2025 18:28:08	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Freelance
8.	3/25/2025 18:31:21	Ya	Ya	Perempuan	> 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
9.	3/25/2025 18:36:19	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
10.	3/25/2025 18:48:16	Ya	Ya	Laki-laki	> 30 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Karyawan Negeri
11.	3/25/2025 18:56:25	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Freelance
12.	3/25/2025 19:18:16	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Wiraswasta
13.	3/25/2025 19:18:23	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Swasta
14.	3/25/2025 19:21:23	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Pelajar / Mahasiswa
15.	3/25/2025 19:29:37	Ya	Ya	Laki-laki	26 Tahun - 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri

16.	3/25/2025 19:34:32	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Swasta
17.	3/25/2025 19:42:32	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	Diploma	Rp. 2.000.001 - Rp.3.000.000	Karyawan Swasta
18.	3/25/2025 19:46:52	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
19.	3/25/2025 20:01:03	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Pelajar / Mahasiswa
20.	3/25/2025 20:03:20	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
21.	3/25/2025 20:23:18	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Pelajar / Mahasiswa
22.	3/25/2025 20:29:59	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Pelajar / Mahasiswa
23.	3/25/2025 20:34:19	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S2	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Swasta
24.	3/25/2025 20:37:56	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
25.	3/25/2025 20:42:11	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S2	> Rp. 4.000.000	Karyawan Swasta
26.	3/25/2025 21:10:25	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
27.	3/25/2025 21:23:23	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Pasca Sarjana	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
28.	3/25/2025 21:24:20	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Pelajar / Mahasiswa
29.	3/25/2025 21:38:03	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	Diploma	> Rp. 4.000.000	Surveyor engineering
30.	3/25/2025 21:38:04	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Freelance
31.	3/25/2025 22:23:40	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	> Rp. 4.000.000	Tidak bekerja
32.	3/25/2025 22:32:40	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
33.	3/25/2025 22:45:58	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Pelajar / Mahasiswa
34.	3/25/2025 23:36:40	Ya	Ya	Laki-laki	26 Tahun - 30 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Freelance

35.	3/25/2025 23:39:33	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Pelajar / Mahasiswa
36.	3/25/2025 23:42:30	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Pelajar / Mahasiswa
37.	3/26/2025 9:12:58	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	> Rp. 4.000.000	Karyawan Negeri
38.	3/26/2025 9:39:13	Ya	Ya	Perempuan	> 30 Tahun	Diploma	> Rp. 4.000.000	Karyawan BUMN Perum Bulog
39.	3/26/2025 9:41:34	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp. 3.000.001 - Rp. 4.000.000	Wiraswasta
40.	3/26/2025 10:01:09	Ya	Ya	Laki-laki	26 Tahun - 30 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Vikaris GKE
41.	3/26/2025 10:03:59	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
42.	3/26/2025 15:53:22	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Pasca Sarjana	< Rp. 1.000.000	Pelajar / Mahasiswa
43.	3/26/2025 18:49:25	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Wiraswasta
44.	3/27/2025 9:36:26	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Pelajar / Mahasiswa
45.	3/28/2025 0:47:11	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Pasca Sarjana	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
46.	3/28/2025 10:15:45	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
47.	3/28/2025 12:46:07	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Freelance
48.	3/29/2025 16:52:23	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Swasta
49.	3/29/2025 19:33:16	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
50.	3/29/2025 19:41:24	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMP	< Rp. 1.000.000	Pelajar / Mahasiswa
51.	3/29/2025 19:49:09	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Tidak bekerja
52.	3/29/2025 19:49:52	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
53.	3/29/2025 20:01:17	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Pelajar / Mahasiswa

54.	3/29/2025 20:06:32	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	SMA	> Rp. 4.000.000	Karyawan Negeri
55.	3/29/2025 20:06:47	Ya	Ya	Perempuan	> 30 Tahun	S2	> Rp. 4.000.000	Pegawai BUMN
56.	3/29/2025 20:07:01	Ya	Ya	Laki-laki	> 30 Tahun	S1	> Rp. 4.000.000	Karyawan Negeri
57.	3/29/2025 20:12:49	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
58.	3/29/2025 20:24:54	Ya	Ya	Perempuan	> 30 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Perangkat Desa
59.	3/29/2025 20:24:55	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
60.	3/29/2025 20:30:19	Ya	Ya	Perempuan	> 30 Tahun	S1	> Rp. 4.000.000	BUMN
61.	3/29/2025 20:33:27	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	Diploma	< Rp. 1.000.000	Pelajar / Mahasiswa
62.	3/29/2025 20:33:46	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
63.	3/29/2025 20:34:24	Ya	Ya	Perempuan	> 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Wiraswasta
64.	3/29/2025 20:38:25	Ya	Ya	Perempuan	> 30 Tahun	S2	> Rp. 4.000.000	Karyawan Negeri
65.	3/29/2025 20:42:02	Ya	Ya	Laki-laki	26 Tahun - 30 Tahun	S1	> Rp. 4.000.000	Karyawan Negeri
66.	3/29/2025 20:45:49	Ya	Ya	Perempuan	> 30 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Tidak bekerja
67.	3/29/2025 20:48:06	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S2	> Rp. 4.000.000	Karyawan Swasta
68.	3/29/2025 20:48:29	Ya	Ya	Perempuan	> 30 Tahun	Diploma	> Rp. 4.000.000	Karyawan Swasta
69.	3/29/2025 20:50:53	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Pelajar / Mahasiswa
70.	3/29/2025 20:58:31	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Karyawan Swasta
71.	3/29/2025 21:16:01	Ya	Ya	Perempuan	> 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
72.	3/29/2025 21:21:38	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Tidak bekerja

73.	3/29/2025 21:24:01	Ya	Ya	Perempuan	> 30 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Freelance
74.	3/29/2025 21:28:27	Ya	Ya	Laki-laki	> 30 Tahun	Diploma	> Rp. 4.000.000	Karyawan Swasta
75.	3/29/2025 21:31:26	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	> Rp. 4.000.000	Karyawan Swasta
76.	3/29/2025 21:40:42	Ya	Ya	Perempuan	> 30 Tahun	S1	> Rp. 4.000.000	Karyawan Negeri
77.	3/29/2025 21:52:30	Ya	Ya	Perempuan	> 30 Tahun	SMA	< Rp. 1.000.000	IRT (ibu rumah tangga)
78.	3/29/2025 22:50:55	Ya	Ya	Perempuan	> 30 Tahun	Diploma	< Rp. 1.000.000	Rt
79.	3/29/2025 23:02:13	Ya	Ya	Perempuan	> 30 Tahun	S1	< Rp. 1.000.000	Karyawan Negeri
80.	3/30/2025 0:20:38	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
81.	3/30/2025 3:49:09	Ya	Ya	Perempuan	> 30 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Wiraswasta
82.	3/30/2025 5:47:57	Ya	Ya	Laki-laki	> 30 Tahun	S1	> Rp. 4.000.000	Wiraswasta
83.	3/30/2025 6:25:30	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	< Rp. 1.000.000	Ibu rumah tangga
84.	3/30/2025 14:43:18	Ya	Ya	Laki-laki	> 30 Tahun	Diploma	> Rp. 4.000.000	Pelajar / Mahasiswa
85.	3/30/2025 20:58:03	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Pelajar / Mahasiswa
86.	3/30/2025 21:44:03	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Wiraswasta
87.	3/31/2025 11:12:11	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Pelajar / Mahasiswa
88.	4/1/2025 21:51:48	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Pelajar / Mahasiswa
89.	4/1/2025 21:54:32	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S2	> Rp. 4.000.000	Karyawan Swasta
90.	4/1/2025 21:56:22	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Pelajar / Mahasiswa
91.	4/1/2025 21:57:16	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Pelajar / Mahasiswa

92.	4/1/2025 21:58:52	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
93.	4/1/2025 22:00:27	Ya	Ya	Perempuan	> 30 Tahun	S3	> Rp. 4.000.000	Karyawan Swasta
94.	4/1/2025 22:02:10	Ya	Ya	Perempuan	> 30 Tahun	S3	> Rp. 4.000.000	Karyawan Swasta
95.	4/1/2025 22:12:47	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Karyawan Swasta
96.	4/1/2025 22:14:34	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Pasca Sarjana	Rp.1.000.001 - Rp.2.000.000	Freelance
97.	4/1/2025 22:18:11	Ya	Ya	Laki-laki	> 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
98.	4/1/2025 22:23:19	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	> Rp. 4.000.000	Karyawan Swasta
99.	4/1/2025 22:32:00	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Karyawan Swasta
100.	4/1/2025 22:34:24	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Freelance
101.	4/1/2025 22:38:44	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Freelance
102.	4/1/2025 22:40:02	Ya	Ya	Laki-laki	26 Tahun - 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Satpam hotel
103.	4/1/2025 22:42:35	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
104.	4/1/2025 22:44:22	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Diploma	Rp.1.000.001 - Rp.2.000.000	Tidak bekerja
105.	4/1/2025 22:47:58	Ya	Ya	Laki-laki	26 Tahun - 30 Tahun	SMA	Rp. 3.000.001 - Rp. 4.000.000	Sales Telkomsel
106.	4/1/2025 22:49:07	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
107.	4/1/2025 22:53:29	Ya	Ya	Laki-laki	17 Tahun - 20 Tahun	S1	< Rp. 1.000.000	Pelajar / Mahasiswa
108.	4/1/2025 22:55:38	Ya	Ya	Laki-laki	26 Tahun - 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
109.	4/1/2025 22:59:57	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
110.	4/1/2025 23:10:14	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Diploma	< Rp. 1.000.000	Pelajar / Mahasiswa

111.	4/1/2025 22:17:17	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp. 2.000.001 - Rp.3.000.000	Freelance
112.	4/1/2025 22:18:34	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
113.	4/1/2025 22:18:50	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
114.	4/1/2025 22:20:07	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Diploma	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
115.	4/1/2025 22:20:24	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
116.	4/1/2025 22:21:09	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Diploma	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
117.	4/1/2025 22:24:24	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
118.	4/1/2025 22:30:45	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp. 2.000.001 - Rp.3.000.000	Karyawan Swasta
119.	4/1/2025 22:36:16	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
120.	4/1/2025 22:38:04	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Karyawan Negeri
121.	4/1/2025 22:40:49	Ya	Ya	Laki-laki	21 Tahun - 25 Tahun	S1	< Rp. 1.000.000	Tidak bekerja
122.	4/1/2025 22:45:25	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Diploma	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
123.	4/1/2025 22:48:29	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp. 2.000.001 - Rp.3.000.000	Wiraswasta
124.	4/1/2025 22:51:58	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
125.	4/1/2025 22:53:23	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp. 2.000.001 - Rp.3.000.000	Karyawan Swasta
126.	4/1/2025 22:55:41	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Freelance
127.	4/1/2025 22:58:26	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
128.	4/1/2025 22:59:52	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
129.	4/1/2025 23:32:49	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	> Rp. 4.000.000	Karyawan Negeri

130.	4/1/2025 23:05:46	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
131.	4/1/2025 23:20:40	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Karyawan Swasta
132.	4/1/2025 23:25:43	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
133.	4/1/2025 23:35:47	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
134.	4/1/2025 23:38:52	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
135.	4/1/2025 23:40:24	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Tidak bekerja
136.	4/1/2025 22:40:25	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	Diploma	Rp.1.000.001 - Rp.2.000.000	Karyawan Swasta
137.	4/1/2025 23:44:56	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
138.	4/1/2025 23:45:10	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Freelance
139.	4/1/2025 23:46:44	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
140.	4/1/2025 23:49:44	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Freelance
141.	4/1/2025 23:50:43	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Wiraswasta
142.	4/1/2025 23:55:16	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S1	> Rp. 4.000.000	Karyawan Swasta
143.	4/1/2025 23:59:23	Ya	Ya	Perempuan	> 30 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Freelance
144.	4/2/2025 08:57:45	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
145.	4/2/2025 09:26:37	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S2	> Rp. 4.000.000	Karyawan Swasta
146.	4/2/2025 10:38:47	Ya	Ya	Perempuan	26 Tahun - 30 Tahun	S2	> Rp. 4.000.000	Karyawan Swasta
147.	4/2/2025 10:42:05	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 3.000.001 - Rp. 4.000.000	Pelajar / Mahasiswa
148.	4/2/2025 23:20:29	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa

149.	4/2/2025 23:36:37	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Freelance
150.	4/2/2025 23:41:38	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
151.	4/2/2025 23:45:47	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Pelajar / Mahasiswa
152.	4/3/2025 13:22:01	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja
153.	4/3/2025 13:30:59	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Freelance
154.	4/3/2025 13:50:01	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp.1.000.001 - Rp.2.000.000	Tidak bekerja
155.	4/3/2025 13:54:02	Ya	Ya	Perempuan	21 Tahun - 25 Tahun	S1	Rp. 2.000.001 - Rp.3.000.000	Pelajar / Mahasiswa
156.	4/3/2025 13:58:44	Ya	Ya	Perempuan	17 Tahun - 20 Tahun	SMA	< Rp. 1.000.000	Tidak bekerja

Data demografi dan Jawaban Pertanyaan

No	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10	SMM11	BI1	BI2	BI3	BT1	BT2	BT3	BT4	PI1	PI2	PI3	PI4	PI5
1.	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5
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4.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5.	5	5	5	5	4	5	4	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5
6.	4	4	4	5	4	4	5	5	5	5	4	4	4	4	4	4	5	4	4	5	4	4	5
7.	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	5	5	5
8.	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	4	4	5	5	5	5
9.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
10.	4	5	5	5	4	5	5	4	5	5	4	5	5	5	4	5	5	5	4	4	5	4	4
11.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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LAMPIRAN 4 HASIL OLAH DATA

Hasil Deskriptif Aktivitas Pemasaran Sosial Media

Name	Min	Max	Standard deviation	Mean	Kategori
SMM1	2	5	0.750	4.256	Sangat Tinggi
SMM2	3	5	0.723	4.314	Sangat Tinggi
SMM3	2	5	0.685	4.391	Sangat Tinggi
SMM4	2	5	0.776	4.359	Sangat Tinggi
SMM5	2	5	0.684	4.385	Sangat Tinggi
SMM6	3	5	0.716	4.359	Sangat Tinggi
SMM7	3	5	0.624	4.538	Sangat Tinggi
SMM8	3	5	0.672	4.372	Sangat Tinggi
SMM9	3	5	0.666	4.391	Sangat Tinggi
SMM10	2	5	0.702	4.385	Sangat Tinggi
SMM11	2	5	0.698	4.359	Sangat Tinggi
Total Mean				4.373	Sangat Tinggi

Hasil Deskriptif Citra Merek

Name	Min	max	Standard deviation	Mean	Kategori
BI1	2	5	0.945	4.128	Tinggi
BI2	3	5	0.796	4.244	Sangat Tinggi
BI3	2	5	0.724	4.410	Sangat Tinggi
Total Mean				4.260	

Hasil Deskriptif Kepercayaan Merek

Name	Min	Max	Standard deviation	Mean	Kategori
BT1	2	5	0.678	4.410	Sangat Tinggi
BT2	3	5	0.657	4.397	Sangat Tinggi
BT3	2	5	0.688	4.417	Sangat Tinggi
BT4	3	5	0.687	4.314	Sangat Tinggi
Total Mean				4.384	Sangat Tinggi

Hasil Deskriptif Niat Pembelian

Name	Min	Max	Standard deviation	Mean	Kategori
PI1	3	5	0.653	4.442	Sangat Tinggi
PI2	2	5	0.725	4.321	Sangat Tinggi
PI3	3	5	0.706	4.410	Sangat Tinggi
PI4	2	5	0.712	4.391	Sangat Tinggi
PI5	3	5	0.604	4.526	Sangat Tinggi
Total Mean				4.418	

Nilai Loading Factor

	Nilai Outer Loading	Kategori
BI1	0.876	Valid
BI2	0.924	Valid
BI3	0.829	Valid
BT1	0.901	Valid
BT2	0.911	Valid
BT3	0.888	Valid
BT4	0.855	Valid
PI1	0.862	Valid
PI2	0.831	Valid
PI3	0.886	Valid
PI4	0.861	Valid
PI5	0.801	Valid
SMM1	0.744	Valid
SMM2	0.741	Valid
SMM3	0.835	Valid
SMM4	0.706	Valid
SMM5	0.678	Valid
SMM6	0.787	Valid
SMM7	0.671	Valid
SMM8	0.761	Valid
SMM9	0.786	Valid
SMM10	0.799	Valid
SMM11	0.804	Valid

Nilai Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Citra merek	0.769
Kepercayaan merek	0.790
Niat pembelian	0.720
Pemasaran sosial media	0.574

Cross Loading

	Citra merek	Kepercayaan merek	Niat pembelian	Pemasaran sosial media
BI1	0.876	0.694	0.659	0.566
BI2	0.924	0.687	0.728	0.605
BI3	0.829	0.619	0.661	0.648
BT1	0.688	0.901	0.659	0.663
BT2	0.642	0.911	0.712	0.617
BT3	0.624	0.888	0.672	0.655
BT4	0.746	0.855	0.708	0.644
PI1	0.704	0.721	0.862	0.608
PI2	0.713	0.655	0.831	0.531
PI3	0.653	0.658	0.886	0.574
PI4	0.666	0.651	0.861	0.646
PI5	0.557	0.590	0.801	0.512
SMM1	0.669	0.693	0.626	0.744
SMM2	0.623	0.686	0.622	0.741
SMM3	0.580	0.622	0.579	0.835
SMM4	0.466	0.480	0.386	0.706
SMM5	0.383	0.388	0.376	0.678
SMM6	0.484	0.501	0.421	0.787
SMM7	0.316	0.336	0.384	0.671
SMM8	0.462	0.470	0.448	0.761
SMM9	0.498	0.580	0.474	0.786
SMM10	0.517	0.526	0.520	0.799
SMM11	0.593	0.572	0.644	0.804

Cronbach Alpha

	Cronbach's alpha
Citra merek	0.849
Kepercayaan merek	0.911
Niat pembelian	0.903
Pemasaran sosial media	0.926

Fornel Lecker

	Citra merek	Kepercayaan merek	Niat pembelian	Pemasaran sosial media
Citra merek	0.877			
Kepercayaan merek	0.760	0.889		
Niat pembelian	0.780	0.774	0.849	
Pemasaran sosial media	0.692	0.726	0.678	0.757

Nilai R-square

	R-square adjusted
Citra merek	0.476
Kepercayaan merek	0.523
Niat pembelian	0.686

Nilai F-square

	Citra merek	Kepercayaan merek	Niat pembelian	Pemasaran sosial media
Citra merek			0.209	
Kepercayaan merek			0.156	
Niat pembelian				
Pemasaran sosial media	0.921	1.112	0.021	

Nilai Q-square

Variabel	Q-square
Citra merek	0.470
Kepercayaan merek	0.518
Niat pembelian	0.448

Path Coefficients

	Original sample (O)	T statistics (O/STDEV)	P values	Kesimpulan
Citra merek - > Niat pembelian (H1)	0.411	3.740	0.000	Positif dan signifikan
Kepercayaan merek -> Niat pembelian (H2)	0.372	3.809	0.000	Positif dan signifikan
Pemasaran sosial media -> Citra merek (H3)	0.692	15.259	0.000	Positif dan signifikan
Pemasaran sosial media -> Kepercayaan merek (H4)	0.726	17.908	0.000	Positif dan signifikan
Pemasaran sosial media -> Niat pembelian (H5)	0.124	1.436	0.151	Tidak signifikan

Specific Indirect Effects (Indirect-Only)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Kesimpulan
Pemasaran sosial media -> Kepercayaan merek -> Niat pembelian (H6)	0.270	0.275	0.072	3.731	0.000	Positif dan signifikan
Pemasaran sosial media -> Citra merek -> Niat pembelian (H7)	0.285	0.279	0.073	3.909	0.000	Positif dan Signifikan



LAMPIRAN 5 JURNAL ACUAN



The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya

Laurencia Geraldine Dinda Harvina

Management Department, Universitas Katolik Widya Mandala Surabaya, Indonesia

Lena Ellitan

Management Department, Universitas Katolik Widya Mandala Surabaya, Indonesia

Robertus Sigit Haribowo Lukito

Management Department, Universitas Katolik Widya Mandala Surabaya, Indonesia

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Corresponding author:
lana@ukwms.ac.id

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Purpose: This study aims to analyze the effect of social media marketing, brand image, and brand trust on the purchase intention of Somethinc skincare products in Surabaya. These days, the internet has been growing rapidly over time. In Indonesia, internet users increase from year to year. The internet can also be an essential tool for media promotion by using social media, which can effectively create a good brand image and brand trust that can be expected to foster purchase intentions for a product.

Method:

This study used a purposive sampling technique, with the number of samples being 160 respondents. The respondents' characteristics were social media users who had seen content on Somethinc social media, were domiciled in Surabaya, and aged more than 17 years old. The data used were primary data obtained by distributing questionnaires. The data analysis technique used was Structural Equation Modeling with SmartPLS software

Article Info

Abstract

Result: The results of the study prove that Social Media Marketing has a significant effect on Brand Image, Social Media Marketing has a significant effect on Brand Trust, Brand Image has a significant effect on Purchase Intention, Trust has a significant effect on Purchase Intention, Social Media Marketing has an effect which has a significant effect on Purchase Intention through Brand Image, and Social Media Marketing has a significant effect on Purchase Intention through Brand Trust

INTRODUCTION

These days, the internet has been growing rapidly over time. In Indonesia, internet users increase from year to year because now all studying and working activities can be done with the internet. This is supported by the 2013 internet users in Indonesia data, which reached 72.8 million people, and currently, internet users in 2020 have reached 196.7 million people. The internet can make business activities more modern because it can become a liaison and ease consumers to find information. The internet can also be a very effective promotional medium, especially social media. Social media can be described as online applications or platforms and tools in mass media that can facilitate communication, collaboration, and information sharing among users in general and direct sales, customer benefits, and customer returns seeking for business (Bilgin, 2018).

Social media, for example, Facebook, Flickr, Twitter, and Blogs, is an important factor in doing business today. Popular social media applications are YouTube, Facebook, Twitter, Instagram, Line, and Snapchat, in the category of social networks. The applications have many benefits as a communication medium to promote various products, and various business groups widely use them. Using social media is considered a good decision because, according to the Ministry of Communication and Information, there are 63 million internet users in Indonesia, 95% of whom use social media applications. Social media marketing is part of social media, where people can interact through existing platforms. Social media marketing is one of the marketing strategies of online consumer networks usually used by successful businesses (Elaydi, 2018).

Social media is essential for building and increasing purchase intention, brand image, and brand trust. Market competition in the digital marketing world to differentiate product brands is important to shape consumer perspectives and make products more attractive. Half of the world's population now uses various social media, which can be a source for commercial activities. Social media marketing will also affect the product brand's promotion because it strengthens its brand image. A brand image that can strengthen consumer perceptions of a product results from the consumer's thoughts (Kotler, P., & Keller, 2016). If social media marketing can be done, it will form a better product image in the eyes of the public. One way to reduce consumers' purchase risk is to buy brands with a positive brand image (Razy and Lajevardi, 2015). This is where brand image influences purchase intention in the decision-making process (Foster, 2016).

Social media platforms can be used to strengthen brand identity and increase consumer trust in a brand (Kırcova *et al.*, 2019). Brand trust has the ability, capability, and capacity needed to obtain consumer wants and needs, described as consumer intentions towards the brand, taking into account the consumers' benefits and solutions to problems (Cakmak, 2016). Consumers' need to gain brand trust comes as a clue in their purchase intentions, especially when they are confused about choosing between similar products to reduce the perceived risk. In these conditions, trust directs the purchase intention (Aydin, 2014).

With brand image and brand trust, a well-known brand will be remembered by consumers and lead to purchase intention. Purchase intention is an activity in which consumers consider purchasing a product. Consumer behavior, attitudes, and perceptions contribute to purchase intention (Hermanda *et al.*, 2019). This is applied by various businesses in Indonesia to develop their products. Based on katadata.co.id data, it can be seen that the penetration rate and users of e-commerce in Indonesia from 2017 to 2023 ($\pm 78\%$ or ± 210 million) are predicted to continue to increase. This growth can open up opportunities for businesses to improve their brands.

In Indonesia, people are currently asked always to follow health protocols and maintain their health wherever they are due to the ongoing Covid-19 pandemic. Therefore, health products have become the most-sought products by the public and experienced a high increase in sales during the pandemic, one of which is skincare products. The public, especially women, often uses skincare products after cosmetics. This makes skincare a daily necessity and a product used daily for skin health. The increase in skincare sales is evident from e-commerce's product analysis data, with high sales in 2020 occupied by skincare such as serum as much as 11.18 million, toner 5.08 million, and face masks as much as 4.50 million in several e-commerces in Indonesia (Digimind.id, E-Commerce Report 2020). Figure 1 exhibits the best-selling local skincare brand in e-commerce in the February 2021 period, with Somethinc brand occupying the third position (Compas.co.id, 2021).



Figure 1
The Best-Selling Local Skincare Brand in E-Commerce
Source: Compas.co.id (2021)

Somethinc is a local skincare product founded in 2019 and is well-known among today's young generation. The brand uses several social media platforms to market and share product information. One social media Somethinc used for promotion is *TikTok*, which is very popular now. According to a survey by iPrice, Somethinc is currently in first position as the most popular skincare product on the *TikTok* application, with a total number of hashtag views of 57.3 million times (Vivin Dian Devita, 2021). This shows that marketing done on social media can improve brand image and brand trust. The more people use social media, the more people know the brand image. Therefore, it is essential to identify several factors that will affect brand image, brand trust, and purchase intention.



Figure 2
The Most-Watched Skincare Products On TikTok

Source : iPrice.co.id (Devita, 2021)

Somethinc tagline: "Halal, Breathable, Be You Be Somethinc! Skin First, Makeup Second, Glow Always" shows that the brand intends to meet people's needs for beauty products with a halal certificate and is of high quality and affordable prices. Somethinc presents products such as serum, essence, cleanser, toner, moisturizer, mask, eye gel, and many more with various variants and benefits according to the needs of consumers' skin. Somethinc presents skin care products with the concept of clean beauty, the best formulations, the latest technology, halal certification, and affordable prices.

The brand prioritizes consistency in its services and builds positive customer relationships. In addition, it intends to educate consumers about Somethinc products and not be easily influenced by unrealistic advertising. Irene Ursula, the founder of the brand, introduced many Somethinc products through influencers' reviews. Somethinc also provides several channels, such as a call center or SMS, to communicate directly with the available admin number and can be contacted Monday to Friday from 10 am to 4 pm (Liputan 6, 2020). Many consumers choose Somethinc because the price and product quality are good and can not be doubted. In addition to the many positive reviews given to Somethinc products, it also received a halal certificate and BPOM number, which make consumers not hesitate to buy Somethinc products.

This study aims to examine and analyze the effect of social media marketing on purchase intention through brand image and brand trust of Somethinc skincare products in Surabaya. Therefore, this research is entitled "The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya".

LITERATURE REVIEW

Social media marketing is one of the many marketing strategies successful businesses use to be-come part of an online consumer network (Elaydi, 2018). In addition, Karman (2017) revealed that digital word of mouth pushes social media marketing into a rapidly growing marketing phe-nomenon. According to Godey *et al.* (2016), social media marketing has five dimensions: enter-tainment, interaction, trendiness, customization, and word of mouth (WOM). Meanwhile, Bilgin (2018) considered social media marketing activities as entertainment, interaction, trend, advertis-ing, and customization. Social media dramatically affects our lives today because it is a new form of communication and can also influence purchase decisions (Pongpaew *et al.*, 2017).

Social media marketing is the process of promoting using websites, products, and online social channel services as a means of communication. It is an activity carried out using social media to attract visitors to visit the company's official website. These visitors can see the information available on the website. The available information is generally about a new product, achieve-ments, and promotions (Khan & Jan 2015). Business actors have widely used social media mar-keting because it can increase the company's brand value, expand its reach, and help companies get feedback from potential customers directly (Maulani & Brillyanes Sanawiri, 2019).

Brand image is the customer's perception of a brand promoted by the interaction of affective, cognitive, and evaluative processes in the customer's mind. It represents product information and knowledge that leads to the brand's perception (Wijaya, 2013). Brand

image is also associated with the beliefs and perceptions held by consumers about a brand (Foster, 2016). According to Kotler and Keller (2016), brand image is a consumer's perception of a brand as a reflection that comes from associations in the consumers' minds. It is a combination of consumers' feelings about the product and is related to indirect factors. Thus, brand image is the picture of a brand that consumers receive through their sense organs (Seo & Park, 2018).

Brand image is a physical structure that can be formed in the consumers' minds. It is described as the sum of the total brand associations that consumers have in memory and leads to the brand's perception. According to Sangadji and Sopiah (2016), brand image can be positive or negative and depends on people's perceptions, tastes, and perspectives. According to Kotler and Armstrong (2016), brand image is a brand name or symbol that has a critical element in the company's relationship with customers. According to Kotler & Keller (2016), the brand image refers to an ex-trinsic trait in products or services, including the brand's efforts to complement customers' psychological or social needs.

Brand trust is seen as central in many studies. Trust is defined as the customer's belief that a specific brand can satisfy his desire, so when the customer has trust in the brand, repeat buying behavior will be created, which leads to commitment to the brand, and the relationship between the brand and the customer can be established (Chinomona, 2017). According to Cakmak (2016), brand trust has the ability, capability, and capacity needed to obtain consumer wants and needs, described as consumer intentions towards brands, taking into account consumer benefits and problem solutions. Brand trust is an essential factor in determining individual attitudes in business relationships. Thus, managers must see it as the key to success in business transactions.

Trust is important because it can help consumers reduce time and risk for a brand. Brand trust eases consumers in choosing brands and reduces the time to make a purchase decision. It can also reduce uncertain purchases. According to Costabile in Rizan *et al.* (2012), brand trust is a perception of reliability from a consumer's point of view that comes from experience, the sequence of each transaction, and interactions, as evidenced by fulfilled expectations of product performance and satisfaction.

Purchase intention is an activity in which a consumer considers or contemplates buying a product or service. Consumer behavior, perceptions, and attitudes contribute to purchase intention (Her-manda *et al.*, 2019). From the journal, researchers stated that many factors influence purchase intentions, including brand image (Foster, 2016). Rahmaningtyas *et al.* (2017) determined purchase intention as the consumer's possible desire to buy in the future. Consumers do not decide to buy, but sometimes they intend to make a transaction. According to Hosein (2012), purchase intention is classified as a cognitive attitude from consumers about how someone intends to buy a specific brand or product.

Purchase intention is a multi-step process that considers personal customer experience to develop product knowledge on a particular product. It is defined as a response to consumer behavior on objects that indicate a person's desire to purchase (Kotler & Keller, 2012). It is a mental statement or expression based on consumers considering a plan to purchase several products with particular brands (Priansa, 2012). 2017). The intention is something that grows by itself after getting a stimulus from a product that has been seen, and interest arises to buy the product (Febriani & Dewi, 2018).

According to Godey *et al.* (2016), social media marketing has become essential for building brand image. It is a social media activity to attract visitors to visit the company's official website. Visitors will see information about new products, achievements, or

promotions. Social media can also make businesses more interactive through communication and innovation, making products and brands more affordable through online marketing. This makes marketing activities on social media can have a significant effect on consumer brand image (Bilgin, 2018). Suwarsih *et al.* (2021) from Universitas Katolik Parahyangan, in their study titled “the Effect of Social Media on Brand Image and Purchase Intention,” revealed that social media marketing has a positive effect on brand image.

H1: Social media marketing has a positive effect on the brand image of Somethinc skincare products in Surabaya.

Trust is one of the keys or the primary thing to improving relationships with customers and also building long-term relationships with customers. Consumer marketing experience is driven by social media and positively influences brand trust (Tatar & Erdoğan, 2016). Elaydi (2018) found that interaction and communication between users and brands can occur through the brand's social media platform, so it can be assumed that marketing through social media has a significant impact on brand trust. Research conducted by Sanny *et al.* (2020) from Universitas Bina Nusantara titled “Purchase Intention On Indonesia Male's Skin Care By Social Media Marketing Effect Towards Brand Image and Brand Trust”, revealed that social media marketing has a positive effect on brand trust.

H2: Social media marketing has a positive effect on the brand trust of Somethinc skincare products in Surabaya.

According to Citra and Santoso (2016), trust positively influences purchase intention. This is because there is an effect between brand trust and purchase intention, which means that higher brand trust contributes to higher purchase intention (Takaya, 2019). Gottoya (2016) assumed that brand trust contributes to higher purchase intention. Consumer trust will affect consumers' purchase intentions for these products because consumers will be more careful and wary of unfamiliar or unknown brands and products. Research conducted by Sanny *et al.* (2020) from Universitas Bina Nusantara titled “Purchase Intention On Indonesia Male's Skin Care By Social Media Marketing Effect Towards Brand Image and Brand Trust” revealed that brand trust has a positive effect on purchase intention.

H3: Brand trust has a positive effect on the purchase intention of Somethinc skincare products in Surabaya.

According to Sallam (2016), a product with a relatively high brand image is generally considered to have better product quality than products with a lower brand image. Brand image is also associated with the consumers' beliefs and perceptions about a brand (Foster, 2016). Brand image can influence the consumers' purchase intention because the stronger the brand image of a product, the higher the purchase intention. This happens because a good brand image can ease people to recognize the product and arouse their interest in purchasing it. Research by Suwarsih *et al.* (2021) from Universitas Katolik Parahyangan titled “the Effect of Social Media on Brand Image and Purchase Intention”, revealed that brand image has a positive effect on purchase intention.

H4 : Brand image has a positive effect on the purchase intention of Somethinc skincare products in Surabaya.

Social media is companies' means to expand market share and strengthen consumer relationships. According to Wang *et al.* (2015 in Suwarsih. *et al.* 2021), social media can directly affect positive and significant purchase intentions. However, it may produce a significant negative effect when social media uses the brand image as a mediator on purchase intentions. Another study conducted by Tholib (2019) postulated that the brand image variable mediates the effect of social media green marketing strategy on purchase intention. Research by Suwarsih *et al.* (2021) from Universitas Katolik Parahyangan titled "the Effect of Social Media on Brand Image and Purchase Intention", revealed that a positive effect of social media on Generation Z's purchase intention by mediating brand image.

H5: Brand image mediates the effect of social media marketing on the purchase intention of Somethinc skincare products in Surabaya.

Social media marketing can positively shape product perceptions and affect consumer purchase intentions if used effectively. Perception and trust can increase the relationship between customers and a brand which will also affect consumer purchase intentions. Building and maintaining brand trust is critical because it has a direct impact on repurchase intention (Dharmayana & Rahmawati, 2018). Research conducted by Sanny *et al.* (2020) from Universitas Bina Nusantara titled "Purchase Intention On Indonesia Male's Skin Care By Social Media Marketing Effect Towards Brand Image and Brand Trust", postulated that brand trust mediates social media marketing on purchase intentions.

H6: Brand trust mediates the effect of social media marketing on the purchase intention of Somethinc skincare products in Surabaya.

Based on the problem formulation, research objectives, and theoretical framework above, it can be seen that the independent variable (X) is social media marketing (X1), while the intervening variables (Z) are brand image (Z1) and brand trust (Z2), with the dependent variable (Y) is purchase intention (Y1). These variables can affect each other significantly, positive or negative, and will have an impact on the dependent variable of purchase intention.

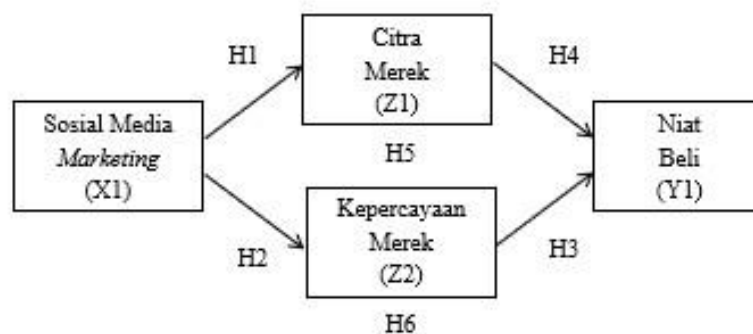


Figure 3
Research Framework

Source: Sammy *et al.* (2020) and Suwarsih *et al.* (2021).

RESEARCH METHODS

This research is quantitative. According to Sugiyono (2016), quantitative research is a research method based on the philosophy of positivism. It is used to examine specific

populations or samples, collect data using research instruments, and analyze quantitative or statistical data to test predetermined hypotheses. In this study, the data collection method used was a survey through a questionnaire (Google form). The data analysis technique used SEMPLS software for data analysis. In this study, the population used was social media users in Surabaya who have seen Somethinc's content on Instagram, *TikTok*, Twitter, and Facebook. The sample used in this study was 160 respondents. The sample selection method used purposive sampling, namely, applying certain criteria in determining the research sample: (a) Have seen Somethinc content on social media such as Instagram, *TikTok*, Twitter, and Facebook in the past three months. (b) Domiciled in Surabaya. (c) Minimum age of 17 years (because they are considered can carry out various social media activities). The independent variable in this study is Social Media Marketing (SMM). Intervening variables in this study are Brand Image (CM) and Brand Trust (KM). The dependent variable in this study is Purchase Intention (NB).

RESULTS & DISCUSSION

Table 1

The Results of the Descriptive Test

No	Variable	Mean	Std -deviation	Description
1	SMM	4.393	0.682	Strongly agree
2	CM	4.404	0.662	Strongly agree
3	KM	4.322	0.681	Strongly agree
4	NB	4.224	0.772	Strongly agree

Table 1 exhibits that respondents feel the usefulness, social media marketing, brand image, brand trust, and purchase intention of Somethinc skincare products.

Table 2

The Results of Hypothesis Testing

Hyp.	Structural Relationships	Coefficient	T-value	Description
H1	SMM→CM	0.693	14.693	Sig.
H2	SMM→KM	0.662	12.441	Sig.
H3	KM→NB	0.385	4.901	Sig.
H4	CM→NB	0.437	5.705	Sig.
H5	SMM→CM →NB	0.303	4.863	Sig.
H6	SMM→KM →NB	0.255	4.413	Sig.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on brand image, with a coefficient of 0.693 and a t-value of 14.693. This implies that increasing social media marketing will increase brand image. Thus, based on the current results, H1: social media marketing has a positive effect on the brand image of Somethinc skincare products in Surabaya is accepted. Social media marketing is proven to have an effect on brand image. Social media marketing can include specific tactics such as creating engaging content or broader brand development initiatives such as communicating with people. Four elements are used as the key to the success of social media marketing: content creation, sharing, connecting, and community building.

These results are also in line with Bilgin (2018), which revealed that social media could also make businesses more interactive in communication and innovative to make products and brands more affordable through online marketing. This makes marketing activities on social media can have a significant effect on consumer brand image. Furthermore, these results are in line with Suwarsih *et al.* (2021), which stated that social media marketing has a positive effect on brand image.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on brand image with a coefficient of 0.662 and a t-value of 12.441. This implies that increasing social media marketing will increase brand trust. Thus, based on the current results, H2: social media marketing has a positive effect on brand trust of Somethinc skincare products in Surabaya is accepted.

Content sharing can lead to direct sales, while the latter can increase brand trust, brand image, and brand loyalty, leading to indirect sales. This signifies that content sharing creates an excellent opportunity to get attention and be remembered by online viewers, leading to increased brand trust. Social media marketing can help expand a business' network and broaden its online audience.

These results are in line with Elaydi (2018), who found that interaction and communication between users and brands can occur through the brand's social media platform, so it can be assumed that marketing through social media has a significant effect on brand trust. Furthermore, these results are in line with Sanny *et al.* (2020), which stated that social media marketing has a positive effect on brand trust.

The results of hypothesis testing indicate that brand trust has a positive and significant effect on purchase intention, with a coefficient of 0.385 and a t-value of 4.901. This implies that increasing brand trust can increase purchase intention. Thus, based on the current results, H3: brand trust has a positive effect on purchase intention of Somethinc skincare products in Surabaya is accepted. Brand trust is all consumers' knowledge and conclusions about brands, objects, attributes, and benefits. Objects can be products, people, companies, and anything a person has beliefs and attitudes on. Moreover, brand trust affects purchase intention because consumers are warier toward unfamiliar brands.

These results are in line with Citra and Santoso (2016), which stated that brand trust has a positive effect on purchase intention. This implies that increasing brand trust will increase purchase intention. These results are also in line with Sanny *et al.* (2020), which stated that brand trust has a positive effect on purchase intention.

The results of hypothesis testing indicate that brand image has a positive and significant effect on purchase intention, with a coefficient of 0.437 and a t-value of 5.705. This means that increasing brand image will increase purchase intention. Thus, based on the current results, H4: brand image has a positive effect on purchase intention of Somethinc skincare products in Surabaya is accepted. Brand image is an assumption about a brand that consumers reflect in the form of consumer memories. Brand image is a vision and belief hidden in the consumers' minds, as a reflection of associations in consumers' memories that affect someone's purchase intention.

These results are in line with Foster (2016), that said brand image is also associated with beliefs and perceptions held by consumers about a brand. Brand image can influence consumer purchase intentions because the stronger the brand image of a product, the higher the purchase intention. These results are also in line with Suwarsih *et al.* (2021), which stated that brand image has a positive effect on purchase intention.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on purchase intention through brand image, with a coefficient of 0.303 and a tvalue of 4.863. This implies that increasing social media marketing will increase purchase intention through brand image. Thus, based on the current results, H5: brand image mediating the effect of social media marketing on purchase intention of Somethinc skincare products in Surabaya is accepted. The success of the social media marketing concept run by the company can be used as promotional media; even social media can be used as an interactive marketing tool and service and build relationships with customers and potential customers.

These results are in line with Wang *et al.* (2015 in Suwarsih *et al.* 2021), that said social media has a direct effect on purchase intentions positively and significantly. These results are also in line with Suwarsih *et al.* (2021), which stated that a positive effect of social media on Generation Z's purchase intention by mediating brand image.

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on purchase intention through brand trust, with a coefficient of 0.255 and a tvalue of 4.863. This signifies that increasing social media marketing will increase purchase intention through brand trust. Thus, based on the current results, H6: brand trust mediating the effect of social media marketing on purchase intention of Somethinc skincare products in Surabaya is accepted.

These results are in line with Dharmayana & Rahanatha (2018) that said perception and trust could increase the relationship between customers and a brand, which will also affect consumers' purchase intentions. Building and maintaining brand trust is critical because it has a direct impact on repurchase intention. These results also align with Sanny *et al.* (2020), which explained that brand trust mediates social media marketing on purchase intention.

CONCLUSION

Social media marketing has a positive and significant effect on brand image. The increasing number of information, promotions, and communications carried out on social media can lead to consumers' good perception or picture of the brand image of Somethinc skincare products. Furthermore, the more information, promotions, and communications that are carried out on social media will increase the consumers' minds about the brand trust of Somethinc skincare products. Brand trust has a positive effect on purchase intention, indicating that brand trust can remind consumers of a brand, which will lead to consumers' intention to buy Somethinc skincare products. The existence of perceptions or images from consumers creates a good brand image and will lead to purchase intention. Social media marketing can increase purchase intention through the brand image of Somethinc skincare products in Surabaya.

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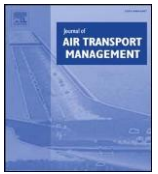


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A study on the effects of social media marketing activities on brand equity MARK and customer response in the airline industry



Eun-Ju Seo, Jin-Woo Park¹

School of Business, Korea Aerospace University, 76 Hanggongdaehak-ro, Deokyang-gu, Goyang-si, Gyeonggi-do 421-791, South Korea

ARTICLE INFO ABSTRACT

Keywords:

Social media marketing activities (SMMAs)
Brand equity
Brand awareness
Brand image Customer response e-WOM
Commitment

This study analyzes the effects of social media marketing activities (SMMAs) on brand equity and customer response in the airline industry. A survey was conducted with a total of 302 passengers who used social media managed by airlines, and the collected data were analyzed via structural equation modeling. The results showed that trendiness was the most important SMMA component, and airline SMMAs had significant effects on brand awareness and brand image. In addition, the results demonstrated that brand awareness significantly affected commitment and that brand image significantly affected online word-of-mouth and commitment. It is expected that the results of this study may be used as fundamental data in the development of airline SMMA strategies, particularly by investigating the relative importance of each SMMA component and analyzing the effects of SMMAs.

¹ Corresponding author.

E-mail addresses: asiana2f@hanmail.net (E.-J. Seo), jwpark@kau.ac.kr (J.-W. Park).

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1. Introduction

In our world today, several billion people are connected in real time. Social media is making traditional methods of finding information and purchasing items obsolete, and as such, new social and economic consequences are being generated. Social media is becoming both more convenient and more important, leading many companies to use it in external promotions, marketing, customer management, and as an internal channel for employee communications. Social media-based marketing has received considerable attention in part due to the fact that the recall rates for social media advertisements are more than 55% higher than those for conventional advertisements, while a 2013 report determined that social media influenced 90% of all purchases (marketingcloud.com, 2013). These trends are also found in the airline industry where Qatar Airways has been liked by more than 12 million people on Facebook. In South Korea, Jeju Air, Asiana Airlines, and Korean Air have received likes from 0.7, 0.54, and 0.38 million people, respectively. It is a little lower than that of the world's leading airlines, but such fans are growing fast. Passenger use of airline social media is expected to increase continuously, and as such, the proportion and importance of social media in the marketing activities within the airline industry are expected to be enhanced markedly.

Despite the emerging importance of social media marketing in various fields and the large number of studies on social media marketing activities (SMMAs), most studies have primarily focused on the effects of SMMAs on customer satisfaction or behavioral intention (Sano, 2015). The importance of brand equity has been one of the main focal points in recent studies on SMMAs. However, few studies have explored the role of brand equity when investigating the impact of SMMAs on customers (Luis et al, 2012; Kim, 2012; Kim and Ko, 2012; Bruno et al., 2016).

When a video showing United Airlines forcibly removing a passenger from an airplane went viral, the company's stock price fell and a boycott campaign threatened United's sales. This incident demonstrated the importance of social media in the airline industry, and it also emphasized the urgency of research on the effects of airline SMMAs. To our knowledge, however, no studies on the effects of SMMAs on the behavior and brand have been carried out. The purpose of this study, therefore, is to identify the components of airline SMMAs and to investigate the effects of these elements on customers through brand equity.

2. Theoretical background

2.1. Social media marketing activities (SMMAs)

Social media is defined as an online application program, platform, or media that eases interactions, joint work, or content sharing (Richter and Koch, 2007). Academic and empirical studies on social media have been conducted since this term was coined in June 2004 at a BlogOn conference by Chris Shipley, a global research director and founder of Guidewire Group, which specializes in marketing consulting for IT companies (Kang, 2001). Social media plays a role when the marketing activities of a company establish an individual relationship with customers and provide companies with opportunities to access customers (Kelly et al., 2010). With the generalization of social media across society, researchers have studied the use of social media by investigating why they used

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social media, how much time they used, and number of use in specific time periods (Bolton et al., 2013; Rosen et al., 2013). According to the 90-9-1 Rule for the use of social media, 90% of the social media users are lukers who just watch the contents posted, about 9% interact by adding their comments, and only 1% make new contents (Arthur, 2006). Based on this, social media users can be defined comprehensively and inclusively ranging from lukers to active participants.

The components of social media have also been addressed in studies with various authors and settings. Kim and Ko (2012) classified SMMA characteristics into entertainment, interaction, trendiness, customization, and word-of-mouth (WOM), and they applied them to luxury brands. Sano (2015) applied interaction, trendiness, customization, and perceived risk as the four SMMA components in her study on insurance services. Lee (2017) classified the social media activities of companies into communication, providing information, support for daily life, promotion and selling, and social response and activity in her study on the importance of company social media activities, which compared consumers and companies. Jo (2013) classified the SNS marketing activities of companies as events, information, and advertisements. Kim (2017) identified the characteristics of SNS marketing as information, immediacy, responses, and access while studying the effects of SNS characteristics on consumer attitudes, and Chang (2012), in her comparative case study on the characteristic performances of each medium (i.e. portals, blogs, and SNSes), proposed customer participation, information display, unique differentiation, content suitability, information usage, and response to customer as social media characteristics. This study, based on the aforementioned studies, defines airline SMMA components as entertainment, interaction, trendiness, customization, and perceived risk.

Entertainment is a result of fun and play acquired through social media (Agichtein et al., 2008). People who use social media for hedonistic reasons are considered to be seeking entertainment and pleasure, and the virtual community for them is organized focusing on obvious interests (Bagozzi and Utpal, 2002; Manthiou et al., 2013). Entertainment in social media is a significant component that induces positive emotions, increases participating behavior, and generates intention to use continuously (Kang, 2005). Given that social media is a space for consumers to discuss and exchange ideas, interactions in social media offer insights into users who contribute to social media platforms with respect to particular brands; these users meet and interact with one another in cyberspace and discuss specific products and/or brands (Muntinga et al., 2011). These interactions are fundamentally changing the dynamics of brand-customer communications, and they also motivated the development of user-generated content (UGC) in social media (Daugherty et al., 2008; Gallauter and Ransbotham, 2010; Kaplan and Haenlein, 2010). In addition, social media provides the most up-to-date news and information, thereby making it a tool to search for the most practical products (Naaman et al., 2011). Consumers tend to trust information acquired through social media more than that from advertisements in marketing activities or promotions. Therefore, trust tends to exist for the various types of social media that provide the newest information (Mangold and Faulds, 2009; Vollmer and Precourt, 2008). Most consumers, for example, select clothing based on the appearance of others wearing the same clothes (Bruno et al., 2016). Trendiness, accordingly, is defined as providing the newest information about products or services (Bruno et al., 2016). The level of customization represents the extent to which a service reflects the demands of customers to satisfy their tastes (Schmenner, 1986). Customization in social media is based on contact with individual users, which is a major difference with conventional advertisement media. It is possible to provide individually optimized information generated by various sources to customers, and this customization is used as a strategy to generate positive perceived control and customer satisfaction (Ding and Keh, 2016; Nam and Yeo, 2011). The customization of social media is also a tool for companies to communicate the uniqueness of their brands and improve preferences for and loyalty to those brands (Martin and Todorov, 2010). Previous studies have defined perceived risk as a consequence of uncertainties related to consumer behaviors (Bauer, 1960). However, social media decreases these uncertainties by allowing consumers to establish contact with companies and check for new information (Sano, 2014). Perceived risk is selected as an SMMA component because of, as mentioned, its ability to alleviate the anxiety or concern perceived by consumers.

2.2. Brand equity

Brand equity is the net consequences of assets and debts related to a brand name and/or symbol. Brand preference contributes to a brand's product value (Aaker, 2009). The conceptualization of brand equity has changed brand awareness. Keller (1993) explained brand equity by dividing this concept into brand awareness and brand image, proposing 'customer based brand equity'. Brand equity is carved in a consumer's memory as a unique value differentiated from other brands by combining various brand properties. Therefore, brand equity is a sociocultural phenomenon that goes beyond a mere product name; it is a symbolic meaning that the brand seeks (Keller, 2003).

Brand awareness refers to the ability of a consumer to identify a brand in another situation or to memorize the brand (Rossiter and Percy, 1987). The presence of brand awareness indicates that the consumer knows the brand name, and this increases the possibility of that brand being contained in a list of potential candidates, and ultimately, the probability of that brand being selected (Keller, 1993). Keller (1993) stated that brand image was the general perception of a brand situated in a consumer's memory and the combination of many brand reminders. Therefore, it might be a key marketing component. Brand image is a physical structure formed in the consumer's mind; it is a combination of a consumer's feeling for the product itself and associated indirect factors. In short, brand image is the meaning of a brand accepted through the sensory organs of consumers (Jung, 1994).

2.3. Consumer response

Consumer WOM behaviors are formed as a result of commitment, a positive emotion (Amine, 1998). Consumer response, in this study, is divided into behavioral response and emotional response, and we investigate (through the mediation of brand equity) the effects of airline SMMA on Electronic Word-of-Mouth (e-WOM) as a behavioral response and commitment as an emotional response. E-WOM has long been considered an influential marketing tool because consumers, before purchasing products or services, seek information online posted by previous users to review information and relieve anxiety (Bickart and Schindler, 2001; Pitta and Fowler, 2005). E-WOM is an exchange of service assessment among online users and a different concept from conventional WOM in many ways (Barreto, 2014; Katz and Lazarsfeld, 1955; King et al., 2014; Yoon, 2012). Commitment is an internal psychological state perceived as being related to other people or objects, and it is a continuous desire to maintain a relationship (Lee and Sung, 2000; Moorman et al., 1992). Morgan and Hunt (1994) argued that committed customers formed a special attachment to brands, products, or companies and developed a community, which affected other customers. This induced consumers to perceive benefit, participation, and a sense of belonging. Committed customers are more important for companies because they share value and resources with companies, try to contribute to company profits, and want to be members of companies in order to maintain inter-dependent relationships with them (Gundlach et al., 1995; Ulrich, 1989).

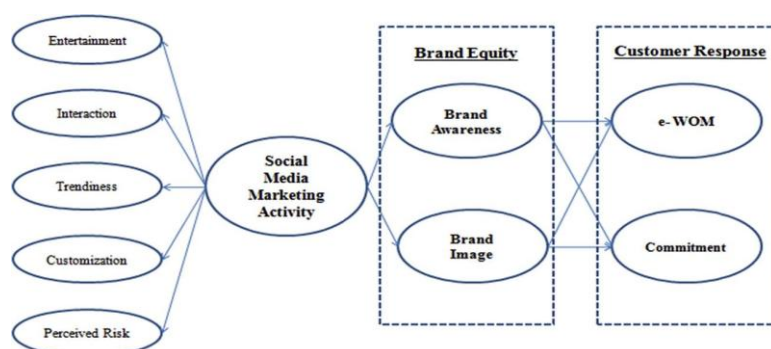


Fig. model.

3. Research design

3.1. Research model

This empirical analytical study, using structural equation modeling, investigates the effects of SMMA on e-WOM and commitment, as mediated by brand equity. Fig. 1 shows the research model, which is based on previous studies.

3.2. Hypotheses

The main characteristics of social media are production and the consumption of desired content without constraints of time or location. This indicates that social media, through the active and aggressive participation of consumers, has a greater impact on the way consumers behave or think regarding brands than one-sided communication led by a company. Kim and Ko (2012) studied the effects of SMMA for luxury brands on customer equity and found that SMMA significantly affected equity value, relationship value, and brand value. Chae et al. (2015) reported that when consumers were motivated to use SNS hashtags, they were more likely to have a positive effect on customer participation and brand equity. This was consistent with the results from Song (2012), who determined that SNS advertisements in the food service industry significantly affected brand equity. Bruno et al. (2016) studied the social media marketing efforts carried out by luxury brands and demonstrated that these efforts significantly affected brand awareness and brand image. For the present study, the following hypotheses on SMMA effects are drawn from the literature.

H1. Social media marketing activities have a positive effect on brand awareness.

H2. Social media marketing activities have a positive effect on brand image.

Social media marketing allows companies to communicate with consumers easily and quickly. From the company perspective, their mere participation on social media generates positive effects to the same extent as traditional advertisements. Interactions with potential as well as existing customers enable companies to communicate positive brand images. Alternatively, product and social media marketing can trigger genuine WOM marketing and an inflow of new customers, meaning that social media is a strong tool for communication (Bae, 2002). Seo and Kim (2003) demonstrated the significant effects of brand equity on the consequences of WOM. Park (2013) investigated the brand equity of a franchise company on customer behavior and suggested that brand equity increased positive WOM through brand behavior.

Commitment is an essential component in the relationship between companies and consumers, and consumers have a long-standing tendency to avoid participation in activities that are perceived as worthless (Dwyer et al., 1987; Moorman et al., 1992). Consumers establish personal relationships with the brands that they purchase in the same way that people form relationships with other people in daily life (Forunier et al., 1998). Committed consumers establish relationships with a brand where they aware, purchase, use, and experience that brand. Commitment is an interaction between a consumer and brand as equivalent entities. Kim et al. (2008) argued that brand equity could be formed by customer satisfaction, trust, and relationship commitment, and it had a positive effect on improving the image of hospitals. Jing Zhang et al. (2015) studied brand community and found that brand equity significantly affected commitment and value creation. The following hypotheses on brand equity, e-WOM, and commitment are drawn from the literature.

H3. Brand awareness has a positive effect on e-WOM.

H4. Brand image has a positive effect on e-WOM.

H5. Brand awareness has a positive effect on commitment.

H6.

Brand image has a positive effect on commitment.

3.3. Sample design

The questionnaire items used in this study were developed based on the literature review and adapted and revised according to a pilot survey. The questionnaire surveyed airline SMMA with five components – entertainment, interaction, trendiness, customization, and perceived risk – covered by 11 items. Four more components – brand awareness, brand image, e-WOM, and commitment – were covered by three items each, resulting in a total of 23 items. A 5-point Likert scale divided the responses from 5 (“strongly agree”) to 1 (“strongly disagree”). Table 1 shows the items.

The survey used for the empirical study was performed from the 10th to 24th of January, 2017, on Koreans who had experience using airlines. The survey was carried out with convenience sampling method at Incheon International Airport and Gimpo International Airport. Surveyors distributed questionnaires directly to research subjects and then collected them after respondents responded. 380 questionnaires were distributed, 352 of which were returned. However, six questionnaires were incomplete, and 44 of the respondents reported that they had not used airline social media, leaving 302 questionnaires for analysis. Table 2 shows the demographic characteristics of the respondents.

Table 1
Questionnaire items.

Concept	Variable	Item
Social Media Marketing Activity	Entertainment	The social media of this airline is enjoyable. The content shared by the social media of this airline is enjoyable.
	Interaction	Information sharing is possible in the social media of this airline. The discussion and exchange of opinions is possible in the social media of this airline.
	Trendiness	The expression of opinions is easy in the social media of this airline. The information shared in the social media of this airline is up to date. The use of social media by this airline is fashionable.
	Customization	The information that I need can be found in the social media of this airline. The social media of this airline provided the information that I needed.
	Perceived Risk	The social media of this airline alleviated my concern(s) regarding the airline's service. The social media of this airline alleviated my concern(s) about using the airline.
Brand Equity	Brand Awareness	I am always aware of this airline's brand. I am aware of the characteristics of this airline. I can always remember the logo of this airline.
	Brand Image	This airline is a leader in the industry. I have an impressive memory regarding this airline. This airline is customer-centered.
Customer Response	eWOM	I will post positive opinions about this airline on social media. I will recommend this airline using social media. I will recommend this airline to my social media friends.
	Commitment	I am proud of being a customer of this airline. I hope this airline will do well for a long time. I like this airline very much.

Table 2
Sample characteristics.

Classification		Frequency (people)	Composition ratio (%)
Gender	Male	132	43.7
	Female	170	56.3
Age	20 years old or younger	16	5.3
	21 to 30 years old	125	41.4

	31 to 40 years old	99	32.8
	41 to 50 years old	42	13.9
	51 years old or older	20	6.6
Purpose of using airline	business tour and vacation	21 256	7.0 84.8
	education or meeting	12	4.0
	visiting friend(s) or relative(s)	8	2.6
	other	5	1.7
Airline using social media	Asiana Airlines	117	38.7
	Korean Air	98	32.5
	A non-Korean airline	24	7.9
	A domestic lowcost airline	63	20.9
Frequency using airline	or less	67	22.2
	to 3	148	49.0
	4 to 5	58	19.2
	6 to 7	15	5.0
	8 to 9	4	1.3
	10 or more	10	3.3
Total number of respondents		302	100%

4. Empirical results

The data collected via the survey on airline users were analyzed using the SPSS 21.0 program and AMOS 20.0 statistics package program to test the hypotheses in this study. A CFA was performed, before testing study hypotheses, to test validities. The results showed that the tool had convergence validity, demonstrated by squared multiple correlations (SMCs) over 0.5 and a standardized path coefficient over 0.7. The analysis of measurement model showed that all of the indexes were within acceptable ranges ($\chi^2 = 93.958$, $df = 38$, $CMIN/DF = 2.473$, $p = 0.000$, $GFI = 0.944$, $NFI = 0.959$, $IFI = 0.975$, $CFI = 0.975$, $RMR = 0.03$, and $RMSEA = 0.07$), indicating that the model had excellent goodness of fit. The AVE for all potential variables was over 0.5, supporting the convergent validity of all measurement variables. Table 3 shows the results of the CFA performed on the variables for each concept used in the study.

The structural equation model was analyzed to test the study hypotheses. The results were within acceptable ranges ($\chi^2 = 576.887$, $df = 219$, $CMIN/DF = 2.634$, $p < 0.001$, $GFI = 0.855$, $AGFI = 0.817$, $RMR = 0.085$, $CFI = 0.918$, $TLI = 0.906$, and $RMSEA = 0.074$), supporting the goodness of fit of the structural model used in the study. Fig. 2 shows hypothesis testing results.

The fact that airline SMMA significantly affected brand equity indicates that as airlines actively carry out SMMA, consumers are more likely to remember or identify the airline more accurately compared to other airlines. In addition, memories of the SMMA are retained by customers via the significant effects on brand image. The significant associations between brand equity and customer loyalty or purchase intention are supported by many previous studies. The effect of brand awareness on e-WOM was insignificant ($\beta = 0.086$, C.R. = 1.397, $p < 0.001$), rejecting H3, while the effect of brand awareness on commitment was positive and significant ($\beta = 0.318$, C.R. = 5.197, $p < 0.001$), supporting H4. This suggested that a committed customer was more important in sharing the value and resources of a company and developing a relationship with that company. The effects of SMMA on brand awareness ($\beta = 0.388$, C.R. = 5.112, $p < 0.001$) and brand image ($\beta = 0.531$, C.R. = 6.445, $p < 0.001$) were significant, supporting H1 and H2. The relative importance of airline SMMA components was highest in trendiness, followed by customization, perceived risk, interaction, and entertainment, meaning that customers preferred social media that provided the most up-to-date information because social media was the most practical means of accessing such information. Customers also preferred social media that fit for their own tastes and wanted reliable content and services contributing to decreases in risk or anxiety. The components of interaction or entertainment were relatively less important compared to other components, though it is important, for SMMA to be successful, to achieve balance among all components. The effects of brand image on online WOM ($\beta = 0.561$, C.R. = 7.065, $p < 0.001$) and commitment ($\beta = 0.755$, C.R. = 8.041, p

Table 3
Results of the confirmatory factor analysis.

Configuration concept	Measurement index	SMC	Path coefficient (C.R.)	Standardized path coefficient	Cronbach's α
Social Media Marketing Activity	Entertainment1	0.742	0.917 (16.103)	0.862	0.864
	Entertainment2	0.781	1.000(Fix)	0.884	
	Interaction1	0.669	0.891 (12.525)	0.818	0.820
	Interaction2	0.605	0.905 (13.525)	0.778	
	Interaction3	0.739	1.000(Fix)	0.86	
	Trendiness1	0.493	0.827 (11.846)	0.702	0.678
	Trendiness2	0.545	1.000(Fix)	0.738	
	Customization1	0.706	0.942 (17.82)	0.84	0.865
	Customization2	0.821	1.000(Fix)	0.906	
	Risk1	0.852	0.985 (23.782)	0.923	0.921
	Risk2	0.856	1.000(Fix)	0.925	

< 0.001) were significant and positive, supporting H5 and H6 and explaining 34.2% and 77%, respectively. These results showed that an improvement of brand image would contribute to WOM. This is especially more important in industries such as the airline industry that provide intangible services. It also suggests that it is possible to establish a positive image through social media, a strong WOM marketing tool. The significant effect of brand image on commitment means that a better image has positive effects on a company via commitment. A virtuous cycle that induces

airline social media users to participate in company brand marketing voluntarily and continuously, based on these results, may be developed.

5. Conclusions and implications

This study investigated the effects of airline SMMA on two types of brand equity – brand awareness and brand image – and two types of customer response – e-WOM and commitment. The results of this study are summarized as follows. First, SMMA had positive effects on brand awareness and brand image, confirming that SMMA is a precedent contributing to airline brand equity. Second, brand awareness had a positive effect on commitment, confirming that airlines with low awareness could actively pursue SMMA in an attempt to increase awareness and develop committed customers. Third, brand image significantly affected e-WOM and commitment, demonstrating that SMMA has a positive effect on brand, thereby developing committed customers by affecting customer emotions and e-WOM.

The academic and practical implications from this study are as follows. First, studies on airline social media marketing have been limited. As such, the present study constitutes a contribution in that it is the first to empirically analyze the relationship between airline SMMA and customer response. Second, while previous studies on SMMA ignored the mediating effect of brand equity, the present study proposed a model that more accurately describes the effects of airline SMMA by introducing brand equity into the model. Third, this study empirically demonstrated that airline SMMA is an important determining factor of brand equity. This was consistent with the results from Aaker (2009) that brand equity had a positive effect on the consumer confidence index, meaning that brand equity plays a role in mediating the relationship between SMMA and e-WOM or the commitment of customers, and, furthermore, that investments in brand equity may intensify customer responses to airline SMMA. Because SMMA is a tool to generate positive effects on brand awareness and brand image, which contribute to airline brand value, airlines should induce customers to use social media more actively by developing more interesting and aggressive SMMA. Fourth, brand image was shown to significantly affect e-WOM and commitment, meaning that a positive brand image leads to positive e-WOM and commitment, ensuring continuous advertisement activity by customers. Therefore, airlines should encourage customers to spread e-WOM voluntarily and to control the behavioral and emotional responses of customers toward a brand by managing social media efficiently.

The limitations of this study and recommended direction for future studies are as follows. First, the

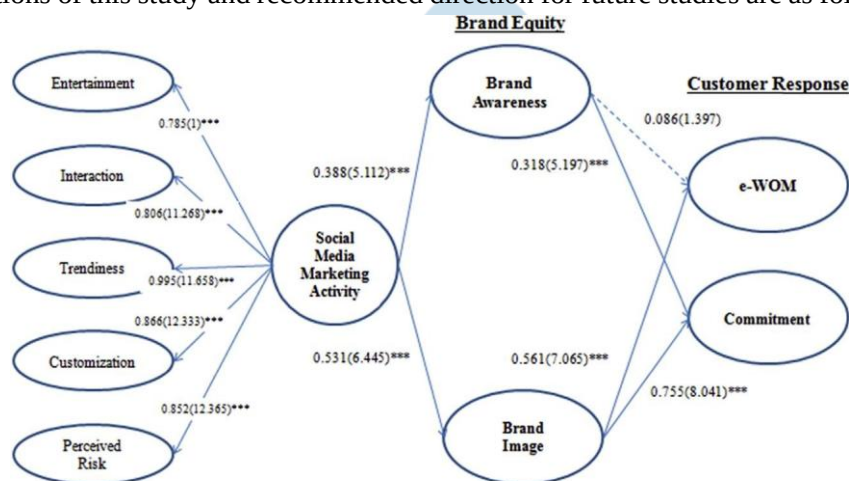


Fig. 2. Hypothesis testing results.

Note: *** $p < 0.001$

sample for this study was restricted to Korean passengers. More comprehensive studies incorporating a broader spectrum of passengers would allow for a more meaningful generalization

of

the results. Second, although this study empirically demonstrated that SMMA had a positive effect on customer response, the consequences of these effects on proficiency or the managerial achievement of companies were not addressed. Future studies considering these limitations would provide useful information not only to airlines but also to marketers in other fields seeking solutions for social media marketing strategies and decision-making.

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THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY

Yusuf BİLGİN¹

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ABSTRACT

The aim of this research is to examine the effect of social media marketing activities on brand awareness, brand image and brand loyalty. In addition, it has been aimed to analyze the effect of brand awareness and brand image on brand loyalty in this research. The population of the research consists of the consumers who actively follow five brands with the highest social score according to the Marketing Turkey social media brand performance data on social media communication channels such as Facebook, Twitter and Instagram. In this research, quantitative method has been used and research data has been obtained via online questionnaires shared on social media from 547 brand followers with applying convenience sampling method. The obtained data have been analyzed by structural equation modeling (SEM). As a result of the analysis, social media marketing activities have been found as effective factors on brand image and brand loyalty, besides it has been determined that the most obvious effect seen on brand awareness. In addition, it has been found out that brand awareness and brand image have a significant effect on brand loyalty. Furthermore, in the research, it has been achieved that the brand awareness has a limited effect on the brand image.

Keywords: Social Media Marketing Activities, Brand Awareness, Brand Image, Brand Loyalty

JEL Codes: M31, M37

SOSYAL MEDYA PAZARLAMA AKTİVİTELERİNİN MARKA BİLİNLİRLİĞİNE,
MARKA

İMAJINA VE MARKA SADAKATİNE ETKİSİ

ÖZ

Bu araştırmanın amacı, sosyal medya pazarlama aktivitelerinin marka bilinirliğine, marka imajına ve marka sadakatine etkisini incelemektir. Buna ek olarak, araştırmada, marka bilinirliğinin ve marka imajının marka sadakati üzerindeki etkisinin analiz edilmesi amaçlanmaktadır. Araştırmanın evrenini, Marketing Turkey sosyal medya marka performans verilerine göre en yüksek sosyal skor değerine sahip beş markayı Facebook, Twitter ve Instagram sosyal medya iletişim kanallarında aktif bir şekilde takip eden tüketiciler oluşturmaktadır. Araştırmada nicel yöntem kullanılmıştır. Araştırma verileri, kolayda örnekleme yöntemi kullanılarak 547 marka takipçisinden sosyal medyada paylaşılan çevrimiçi anketler yoluyla elde edilmiştir. Elde edilen veriler, yapısal eşitlik modellemesi (YEM) ile analiz edilmiştir. Analiz sonucunda, sosyal medya pazarlama aktivitelerinin marka imajı ve marka sadakati üzerinde etkili olmakla birlikte en belirgin etkisinin marka farkındalığı üzerinde olduğu saptanmıştır. Buna ek olarak, marka farkındalığının ve marka imajının marka sadakati üzerinde anlamlı bir etkiye sahip olduğu tespit edilmiştir. Ayrıca araştırmada, marka farkındalığının marka imajı üzerinde sınırlı bir etkisinin olduğu sonucuna ulaşılmıştır.

Anahtar Kelimeler: Sosyal Medya Pazarlama Aktiviteleri, Marka Bilinirliği, Marka İmajı, Marka Sadakati **JEL kodları:** M31, M37

¹ Dr. Bartın Üniversitesi, yusufbilgin@bartin.edu.tr

<https://orcid.org/0000-0003-0656-2031>

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1. INTRODUCTION

In today's competitive environment, branding is an important competitiveness factor that differentiates similar goods and services which are produced by different firms in the minds of the consumers and makes them preferable for consumers. The brand, while reflecting an authenticity, value and commitment to the goods and services which are introduced to consumers for businesses, has a function ranging from reducing the risks related to goods and services for consumers and establishing social bonds without expressing their identity. In this regard, businesses that achieved to become a brand have been differently categorized in terms of goods and services they offer among other businesses. They have a special position in consumers' mind and build a business identity. The construction of this identity is directly proportional to the communication between the brand and the consumer. The greater the the power of communication between the brand and the consumer, the higher the consumer's brand preference and brand loyalty. In any case, the crucial thing about branding is that the strong relationship that established with consumers has the power to direct choice of the consumer and loyalty (Kotler and Armstrong, 2004: 191). Therefore, businesses are carrying out studies to attract consumers' attention, to be permanent in their minds, to create a positive brand image and to increase brand loyalty by applying all the communication channels they have in brand communications in order to create brand value or to protect brand value.

One of the common channels of communication that companies have recently applied in their marketing activities is social media. Social media can be defined as an online application program, platform, or mass media tool that facilitates interaction, collaboration, or content sharing between users in general (Kim and Ko, 2012). The effect of social media on consumer's behavior includes a wide spectrum of activities ranging from informing, sharing ideas and attitudes to acquire awareness and understanding, and visualize post-purchase behavior without purchasing (Tatar and Erdoğan, 2016). This leads businesses to be more interactive in marketing

communications and to find innovative applications to make products and brands more affordable through online marketing efforts via social media communication channels. These practices, which express social media marketing activities, include actions that encourage consumers to choose products and brands and that target marketing messages to other consumers online.

Thanks to social media marketing activities, businesses can perform activities such as creating their own personal brand profiles and introducing online customer service, product information and special offers in a simple, cheap, and continuous way (Breitsohl et al., 2015).

In addition, with a very low cost, informing customers is very functional in terms of familiarity and brand awareness that products and brands of businesses appear on social networks where millions of users sign in (O'Flynn, 2017). According to McKinsey (2007), marketers are aware of the opportunities and appealingness that social media has presented as part of its marketing strategy. In research, it has been stated that social media marketing activities are significant parts of branding actions for businesses (Gallaughar and Ransbotham, 2010; Tsimonis and Dimitriadis, 2014). However, in these studies, it has been observed that social media marketing activities generally focus on customer satisfaction and the effects on customers' behavioral intentions (Sano, 2014; Simona and Tossan, 2018).

The objectives of this research are; (1) examining the effect of social media marketing activities on brand awareness, brand image and brand loyalty, (2) measuring the effect of brand awareness on brand image, and (3) analyzing the effect of brand awareness and brand image on brand loyalty. In this respect, social media marketing activities, brand awareness, brand image and brand loyalty concepts have been included in the literature. Then, research hypotheses have been explained. The population of research, sampling, data collection tools, and data analysis techniques have been pointed out in the method part. After that, the findings obtained from the data analysis have been included. At final part, the results of the research findings have been explained and recommendations have been introduced for practitioners and researchers.

2. THEORETICAL FRAMEWORK

2.1. Social Media Marketing Activities

Social media is the online environment where people with common interests come together to share their thoughts, comments and ideas (Weber, 2007: 4). The use of these online communication platforms based on the usage of the Internet and mobile-based technologies in marketing actions by businesses is critical in two aspects. The first is the effect that consumers have on their products and brands and the share they create on other consumers (Sigala and Dimosthenis, 2009; Chen et al., 2011). Research has shown that social media influences the intention of trust and purchasing and facilitates sharing of knowledge and experience among consumers (Lu and Hsiao, 2010, Hajli, 2013). Many businesses use online interactions among their users by encouraging their customers to share their purchases (So et al., 2017) with simple clicks using their chosen social media channel. Second, social media is utilized by businesses as a platform through in which direct marketing actions are carried out. In this sense, social media is pushing the boundaries of time and space in the interactions of businesses with potential consumers and promoting the feeling of closeness (Mersey et al., 2010). By means of social media tools, businesses have an opportunity to advertise product and brand promotions, promotions and advertisements at low cost to their customers and receive feedback from them (Hanna et al., 2011). In their research, Tsimonis and Dimitriadis

(2014) have found that social media is at the center of today's business strategy and popularity of social media, cost-cutting measures and activities of competitors on social media motivate marketers to carry out social media marketing activities.

It is only possible for social media to have a functional role in the marketing actions of businesses with framing, defining and applying marketing activities in an effective way on social media. One of the leading classifications of social media marketing activities has been carried out by Kim and Ko (2012). Kim and Ko (2012) have categorized social media marketing activities for luxurious brands as entertainment, interaction, trendiness, customization, and word of mouth communication. Koivulehto (2017) has added the purchase intention to these components. Seo and Park (2018) have defined social media marketing activities in airline industry as entertainment, interaction, trendiness, customization and perceived risk. Sano (2014) has identified the components of social media marketing in insurance services as interaction, trendiness, customization, and perceived risk. Jo (2013) has referred to marketing activities as events, information and advertisement on social networks. Yadav and Rahman (2017) have categorized social media marketing activities as interaction, trendiness, information, customization, and word of mouth communication. In this research, social media marketing activities have been considered as entertainment, interaction, trendiness, advertisement and customization.

Entertainment is a crucial component that encourages participant behavior and the continuity of follow-up, which creates positive emotions/feelings about the brand in the minds of followers on social media (Kang, 2005). Even if the reasons for using social media differ, individuals emphasize that the content which arouses the attention of them who finds the content amusing and pleasing (Manthiou et al., 2013). In this respect, with providing entertaining shares, businesses should encourage liking and sharing of large number of individuals and be able to turn it into advantage (Schivinski and Dabrowski, 2015). Social media is becoming the newest and up-to-date source of information for customers (Hamid et al., 2016) because information is simultaneously shared in real time on the social media. Unlike traditional mass communication channels, social media facilitate the interaction, content sharing and collaboration of businesses with their customers (Wang, 2012). By utilizing social media as interactive communication between business and customer, it is possible to obtain requests and needs of customers, their opinions and suggestions on the product and brand in real time (Vukasovic, 2013). Trendiness as another component of social media marketing activities means introducing the latest/current information on products for customers (Godey et al., 2016). The advertising as a component refers to advertising and promotional campaigns that businesses have made through social media to increase sales and develop customer portfolio. Findings (Duffett, 2017; Alalwan et al., 2017) on the effects of social media advertisings on perceptions and awareness of the customers have shown that advertising is one of the significant part of social media marketing activities (Mangold and Faulds, 2009). The customization as a component is the act of creating a customer satisfaction based on the contact of the business with individual users (Ding and Keh, 2016; Seo and Park, 2018). Businesses on the social media can transfer the uniqueness of the product and brand to the customers by means of peer to peer communication. And they can deal with their individual problems and can be influential on product and brand preferences by making touches that will make them feel important.

2.2. Brand Awareness

Brand awareness refers to the level of consumer recognition, acceptance, and recall of a brand in any case (Percy and Rossiter, 1992; Perreault et al., 2013: 199). According to Aaker

(1991:61) brand awareness is “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category”. Keller (2009) has stated that brand awareness is about track or crowd power in consumers’ memories that reflect consumers’ ability to remember or recognize a brand in different conditions. Brand awareness reduces the time and risk that consumers will spend searching for the product that they will buy (Verbeke et al., 2005: 7). In this respect, consumers are expected to choose the brand that they have information. Aaker (1996: 10-16) has stated that brand awareness consists of four levels: brand recognition, brand recall, top of the mind brand and dominant brand. Brand recognition is associated with brand familiarity of the consumer while brand recall is the thinking the brand at first when a range of product is introduced (Farjam and Hongyi, 2015). Being a brand that comes to mind at first refers to becoming the most aware of brand in product category. The level of brand dominance refers to the level at which the brand replaces the product category (Aaker, 1996: 15).

2.3. Brand Image

Brand awareness is a reflection of a brand’s concrete indicators such as name, sign, symbol, and slogan, while the brand image is brand’s position in the consumer’s mind beyond these signs. Iversen and Hem (2008) have stated that the brand image represents consumers’ personal symbolism consisting of all the definitions and evaluations related to the brand. Keller (2009: 143) has defined brand image as “consumer perceptions of and preferences for a brand, as reflected in various types of brand associations held in consumers’ memory.” The brand image contains information and ideas that a consumer has about the different products of the brand and the features of the product (Lee et al., 2011). The mental image that consumers have about a brand has formed as a result of marketing communication, consumption experience and social effects (Riezebos, 2003: 63). The effect of these factors on consumers’ minds influence consumers’ attitude towards brand and trust (Yang et al., 2011) and the effect of brand messages on consumers’ mind (Selnes, 1993).

2.4. Brand Loyalty

The positive effect of loyal customers on business performance (Lee et al., 2003) in competitive markets of our age (Anderson and Mittal, 2000; Perreault et al., 2013:19), in the condition where the cost of acquiring new customers is higher than retaining current customers (Lee et al., 2003; Kumar et al., 2011; Keisidou et al., 2013) are gradually increasing the significance of customer loyalty. Customer loyalty is the commitment of a customer to repurchase a firm’s products and services, despite all actions of competitor businesses and to commit to become a client of that business on a regular basis in the future (Dick and Basu, 1994; Oliver, 1999). In parallel, brand loyalty is a repurchase behavior that reflects a conscious decision when the consumer continues to purchase the same brand (Solomon, 2011: 646). Schiffman et al. (2010: 468) have expressed brand loyalty as consumers who prefer to purchase or purchase the same brand consistently in a particular product or service category.

Purchasing the same brand by customers shows the behavioral aspect of loyalty (Lam et al., 2004; Jones and Taylor, 2007). Reichheld and Schefter (2000) have stated that customers who demonstrate behavioral loyalty to a brand are skilled for acquiring new

customers beyond they have low price sensitivity and they purchase more. Positive sharing about the brand by customers, recommending the brand to the potential customers and encouraging them to purchase it can be listed as attitudinal aspect of the loyalty. Bloemer et al. (1999) have stated that loyalty also has a cognitive aspect as well as being the first to come to mind and price tolerance. Behavioral loyalty to the brand provides direct income to the business, while attitudinal and cognitive loyalty enhances the tendency to give reliable recommendations to people in their environment and plays a crucial role in catching new customers. In this respect, brand loyalty is a significant non-material asset for businesses (Moisescu, 2014; Jiang and Zhang, 2016).

3. DEVELOPMENT OF HYPOTHESES

As a marketing tool, social networks offer significant opportunities to build brand-consumer relationships in marketing (Vukasovic, 2013). In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create distinctive brand identities and increase consumer-brand communications (So et al., 2017). Hartzel et al. (2011) have noted that interactive marketing strategies which are using social media links such as Facebook and Twitter will positively affect brand image and create a leverage effect between brand and consumer. The viral effect among social media users allows the brand to be discussed and widely known among a large number of users (Kumar et al., 2007; Sharma and Verma, 2018: 20). Tsionis and Dimitriadis (2014) have revealed that brand awareness is one of the major outputs expected from businesses' social media marketing activities. The findings that pointed out by Fanion (2011) have shown that social media is a significant tool in constituting and increasing brand awareness. Seo and Park (2018) have found out that social media marketing activities in the airline industry positively affect brand awareness and brand image.

The ultimate goal of social media marketing activities is to acquire new customers, increase sales, strengthen word of mouth communication and create customer loyalty (Tsionis and Dimitriadis, 2014). Contrary to the traditional branding paradigm (consecutive investments and directing the image through controlled communication), social media communications actualize on a platform where the limits are uncertain, and the businesses' chances of intervention are very limited (Kohli et al., 2015). The fact that these interactions are formed without intervention of the business has increased the level of trust of the consumers. The sharings about a product or a brand have risk but content that created by the customers and peer to peer communication influence other consumers' purchasing decisions (Sashi, 2012). Moreover, firms actively utilize these kinds of content and generated information created by customers in social media marketing actions (So et al., 2017). Hajli (2014) has found that social media influences customers' trust sentiment and purchasing intent beyond easing interactions among consumers. In this sense, social media is an efficient way of interacting with current and potential customers for businesses and developing a positive brand image (Halligan and Shah, 2009; Fortezza and Pencarelli, 2015). Duffett (2017) has determined that social media marketing communications are influential on customer attitudes. İsmail (2017) has found that social media marketing activities have an effect on brand awareness and brand loyalty. Kim and Ko (2012) have found that social media marketing activities positively affect customers' repurchasing behavior. Tatar and Erdoğan (2016) have stated that social media marketing activities in hospitality business affect customers' brand awareness, purchasing intentions and brand loyalty. The hypotheses to be tested in this direction are as follows:

H1. Social media marketing activities affect brand awareness.

H2. Social media marketing activities affect brand image.

H3. Social media marketing activities affect brand loyalty.

Brand awareness has been seen as a tool for individuals to become aware of, to be familiar with, and to remember, a brand (Djakeli and Tshumburidze, 2012; Barreda et al., 2015). Brand awareness, even at recognition phase, may arouse sense of familiarity and give an idea about the brand and a signal for commitment to the brand (Aaker, 1992). Social media marketing activities can contribute to brand awareness and create a positive brand image as businesses facilitate their interaction with potential customers as well as with current customers (Seo and Park, 2018). The awareness level of a brand is directly proportionate to the advertising spending that increases the scope and repetition of the advertising message (Gil et al., 2007). Therefore, presence of a brand on social networks is highly functional in terms of informing customers, familiarity and brand awareness, since it resolves time and space limitation (O'Flynn, 2017). Once the brand has been tested by the consumer and fulfilled consumer's expectations, increased awareness and image level will have a strong influence on subsequent purchasing behaviors (Koniewski, 2012). As it is, it has been expected that consumers who already know and are familiar with the brand should prefer it again (Macdonald and Sharp, 2003). Chang (2012) and Barreda et al. (2015) have stated that high brand awareness contributes to other brand factors such as brand image and brand loyalty and significantly affects the market share of the brand. In other words, brand awareness and brand image are significant source of brand loyalty for businesses (Baldauf et al., 2003). Perera and Dissanayake (2013) have found that there is a high positive correlation between brand awareness and brand loyalty in their research on foreign makeup brands in Sri Lanka. Fatema et al. (2013) have found that brand image has a significant effect on brand loyalty in banking services. There are several findings in the literature that point out the interactions between brand awareness, brand image and brand loyalty (Subhani and Osman, 2009, Ogba and Tan, 2009, Dhurup et al., 2014, Martinez et al., 2014; Sasmita and Suki, 2015, Aberdeen et al., 2016, Chinomona, 2016). In parallel with these studies, research hypotheses that have been determined are as follows:

H4. Brand awareness affects brand image.

H5. Brand awareness affects brand loyalty.

H6. Brand image affects brand loyalty.

4. METHODOLOGY

4.1. Research Model

Three objectives have been identified in this study. The first examines the effect of social media marketing activities on brand awareness, brand image and brand loyalty. The second is to measure the effect of brand awareness on the brand image. The third is to analyze the effect of brand awareness and brand image on brand loyalty. Figure 1 has shown the research variables, correlation between variables, and the research model proposed for testing hypotheses. Quantitative method has been applied to test the correlation between the variables in the study and to achieve the determined objectives.

4.2. Population and Sampling

The population of this research is consisted of users who actively follow the top five brands with the highest social score on the social media communication channels such as Facebook, Twitter and Instagram according to social media brand performance data of the Marketing Turkey January 2018. These brands are as follows: Madame Coco (Household

Linens Industry), Turkish Airlines (Airline Industry), Mercedes Benz (Automotive Industry), Zen Diamond (Jewelry Industry) and Turkcell (Communication Industry). With considering information limitation on users of the population, convenience sampling method which is one of the sampling method that not based on probability has been applied in the research.

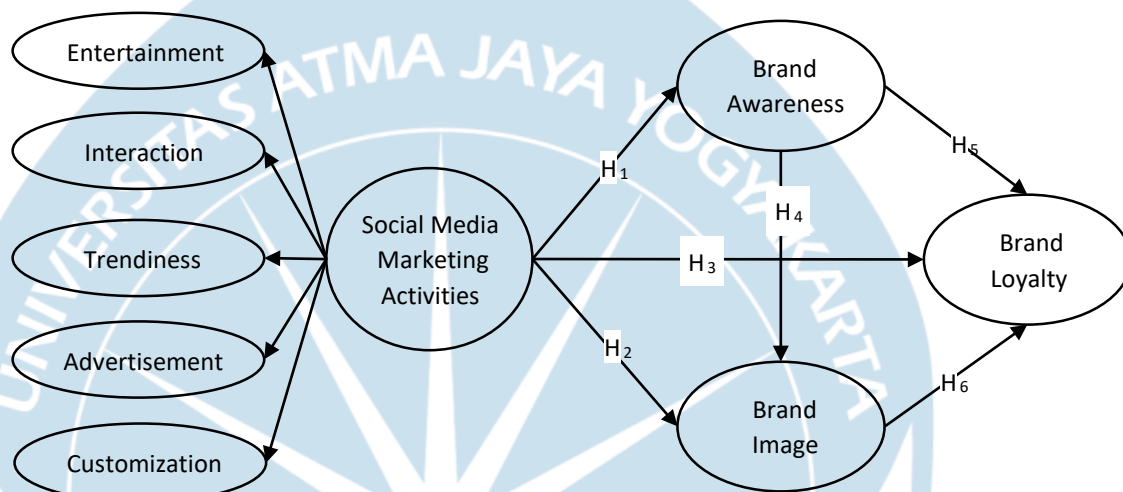


Figure 1. Proposed Research Model

4.3. Measurement

Questionnaire technique has been applied in obtaining research data. The research questionnaire consists of three parts. In the first part, there are 14 items include participants' thoughts on social media marketing activities of the brands. Social media marketing activities of the brands have been examined in terms of five dimensions including entertainment, interaction, trendiness, advertisement and customization. Nine items about entertainment, interaction, trendiness and customization have been cited a research conducted by Seo and Park (2018). Three items that form advertisement dimension have been adapted from the study conducted by Boateng and Okoe (2015).

In the second part, there are nine items about brand image, brand awareness and brand loyalty. Six items for measuring brand awareness and brand image have been cited the research conducted by Seo and Park (2018), and the three items for measuring brand loyalty cited a study carried out by Sasmita and Suki (2015). The validity of a total of twenty-one (21) item included in the scale have been tested by consulting the opinions of three specialists in the field of marketing and two experts in the field of translation. In line with the opinions of experts, the item: "The sharings of this brand on social media are interesting" has been added to entertainment dimension of the study, "I can easily obtain information that I need thanks to the directions on social media account of the brand" as an expression has been added to customization dimension. All of the measurement items have been shown in the Appendix.

Respondents' opinions on the expressions in the measurement model have been measured by applying the 5-point Likert scale (5 = strongly agree, 1 = strongly

disagree). At the final part of the measurement tool there are five (5) statements about the demographic characteristics of the respondents. Participants' demographic characteristics have been measured by closed-ended questions.

4.4. Data Collection and Analysis

Aftermath of forming data collection tool, the data collection phase has been started. In the data collection process, preliminary test has been applied to measure the reliability of the research scale at the first step. The prepared questionnaire form has been sent to 500 users (population of the research) who follow five brands. Besides, the questionnaire has been applied to 25 brand followers in face to face form to test the validity of the measurement tool in addition to its reliability. In this phase, reliability analysis has been applied to the data obtained from 84 brand followers. As a result of the analysis, the Cronbach's Alpha score has been found out as

0.912 for all items on the scale indicates that the scale is quite reliable. Aftermath of applying preliminary test, research data has been obtained via online questionnaires that filled by 547 brand followers between 01-22 February 2018. The data obtained to test the research hypotheses has been analyzed by applying SPSS 18.0 and Amos 20.0 statistical package programs. The data applied in the pretest has not been included in the analysis.

5. FINDINGS

5.1. Demographic Characteristics

In the research, demographic characteristics of the respondents have been firstly examined. 308 of the participants are female and 239 are male. 33.8% of participants is in the age range of 26-35 years and 11.7% is 46 years of age or older. 34.9% of participants have income of 4.500 TL and above and 23% of them have income of 2500 TL and below. The most frequently used social media communication channel by the participants is Instagram with 62.5%. 34.7% of the participants spend 1-2 hours per day on social media. Finally, 43% of participants are followers of more than 5 brands on social media.

5.2. Measurement Model

Before testing hypotheses between social media marketing activities, brand awareness, brand image and brand loyalty, the coverage validity of the measurement model has been tested. In this direction, explanatory factor analysis has been applied to the obtained data at the first step. The conformity of the data set to factor analysis has been tested by KMO and Bartlett test.

The obtained values (KMO .861 and Barlett test $\chi^2 = 4104.919$, $p < .000$) have indicated that the data set is compatible with factor analysis. In the Explanatory Factor Analysis (EFA), the measurement model for social media marketing activities and the measurement model for brand variables have been tested in an order. It has been considered that the Factor Eigen Value of EFA is at least 1, the factor load is at least 0.50, and that there is a difference at least as .10 between the factor loads of the expressions that are under the two factors. As a result of the analysis, social media marketing activities have been compiled under 5 factors which explain 77.487 % of the total variance. The factor loadings of all items in the factor structure are between .702 and .871. The items related to brand variables have been collected under 3 factors which explain 72.803 % of the total variance. The factor loadings of items which form three factors are between .729 and .858. The reliability level of all dimensions included in the measurement model of EFA varies between .70 and .91. The results of the EFA has shown that the measurement model is compatible with the structure that carried out.

After this phase, Confirmatory Factor Analysis (CFA) has been applied to the data set according to the EFA results in order to test and validate what was pointed out in the EFA. In the measurement model, social media marketing activities have been considered as a latent variable in five sub-dimensions. Therefore, second order CFA has been applied to the obtained data. Factors (first-level factors) obtained from the observed variables in the second-level CFA have been defined as endogenous variables, and the structure formed by these factors (secondlevel factors) has been defined as exogenous variable. Table 1 has shown CFA results.

Table 1. Results of the confirmatory factor analysis

Latent variable/Measured variable			Items mean	Items S.D.	Cronbach's α	CR	AVE	Factor Loadings
Social Media Marketing Activities	Entertainment	Entertainment1	3.78	.890	.873	.821	.713	.728
		Entertainment2	3.50	.934				.914
		Entertainment3	3.44	.958				.881
Interaction		Interaction1	3.25	.972	.763	.737	.523	.674
		Interaction2	3.52	.959				.729
		Interaction3	3.78	.897				.764
Trendiness		Trendiness1	4.11	.689	.714	.518	.545	.802
		Trendiness2	4.35	.773				.669
Advertisement		Advertisement1	3.52	.974	.806	.786	.587	.794
		Advertisement2	3.53	1.01				.818
		Advertisement3	3.53	1.02				.680
Customization		Customization1	3.58	.957	.901	.853	.788	.886
		Customization2	3.61	.911				.934
		Customization3	3.69	.845				.841
Brand Awareness								
		Brand awareness1	3.94	.711	.811	.956	.685	.811
		Brand awareness2	3.98	.653				.844
		Brand awareness3	--	--				--
Brand Image								
		Brand image1	3.73	.900	.847	.955	.651	.761
		Brand image2	3.73	.976				.858
		Brand image3	3.84	.898				.799
Brand Loyalty								
		Brand loyalty1	3.99	.724	.826	.933	.617	.812
		Brand loyalty2	3.95	.743				.820
		Brand loyalty3	3.95	.760				.722

Goodness of fit: $\chi^2=444.064$, $df=198$, $CMIN/DF=2.43$, $p=0.000$, $GFI=.934$, $AGFI=.915$, $NFI=.933$, $IFI=.961$, $CFI=.961$, $RMR=.033$, $RMSEA=.048$

Cronbach's alpha has been applied to test the reliability of each structure and to test the validity of all variables forming the measurement model with CFA. However, it has been seen that an item (Brand awareness3) which measures brand awareness as latent

variable included in measurement model that proposed in CFA has low factor loading. This item has been removed from the analysis and the measurement model has been retested. Following this procedure, the compliance values have been examined and the measurement model has shown a satisfactory compliance ($\chi^2 / df = 2.43$, $p = .000$, AGFI = 0.91, GFI = 0.93, NFI = 0.93, IFI = 0.96, CFI = 0.96, RMSEA = 0.048). As shown in Table 1, the factor load of each observed variable in the measurement model ranges from .674 to .934. Moreover, the AVE values for the variables in the model are above the 0.50 level proposed by Hair, Black, Babin, and Anderson (2009). The reliability levels of the variables included in the measurement models ($\alpha > 0.7$) are quite high. In addition, the correlation between the research's latent variables has been examined by applying Pearson correlation analysis, and it has been verified that the latent variables became indifferent to each other. Table 2 has shown the correlation results between the variables.

Table 2. Correlation Matrix Among Each Construct

Construct	1	2	3	4	Mean S.D.
1. Brand awareness	1.00			3.96	.682
2. Brand image	.412	1.00		3.76	.924
3. Brand loyalty	.636	.491	1.00	3.96	
4. Social media marketing activities	.718	.438	.639	1.00	3.69
				.913	

$p < 0.01$.

5.3. Structural Model

After confirming the model fit in confirmatory factor analysis, research hypotheses have been tested with structural equation model. The adaptive values which have been obtained by path analysis ($\chi^2 / df = 2.4$, $p < .001$, AGFI = 0.91, GFI = 0.92, NFI = 0.93, IFI = 0.96, CFI = 0.96, TLI = 0.95, RMR = 0.033 and RMSEA = 0.04) have indicated that the structural model has a good fit. Figure 2 has shown the results of structural model. According to the path analysis results, the effect of social media marketing activities on brand awareness is significant at high level ($\beta = .718$, CR = 11.549, $p < .001$). In addition, social media marketing activities have been seen as they have a significant effect on brand image ($\beta = .293$, CR = 3.483, $p < .001$) and brand loyalty ($\beta = .331$, CR = 4.108, $p < .001$). Therefore, the hypotheses proposed H1, H2 and H3 have been accepted. Otherwise, the analysis results have shown that the most important social media marketing component is consumer customization.

This component is followed by entertainment, advertisement, interaction and trendiness respectively. In addition, the analysis results have shown that brand awareness ($\beta =$

.321, CR = 4.427, $p < .001$) and brand image ($\beta = .222$, CR = 4.667, $p < .001$) have a significant effect on brand loyalty. In this direction, alternative hypotheses have been rejected and H5 and H6 hypotheses have been accepted. Finally, brand awareness has a significant effect on brand image ($\beta = .201$, CR = 2.458, $p < .01$). At this point, the proposed H4 hypothesis has been accepted. However, this value has pointed out the lowest effect level among the latent variables included in path analysis.

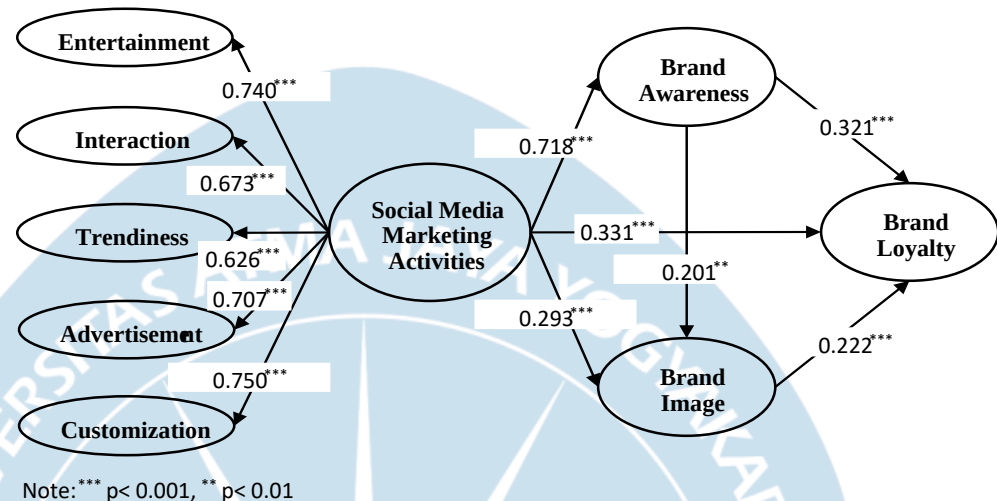


Figure 2. The Results of Structural Model

6. CONCLUSION AND RECOMMENDATIONS

In today's information age, social media has become an integral part of daily life as a communication channel in which consumers reflect their consumption habits, preferences, opinions, likes and experiences in their own eyes and interact with other users. This widespread communication area where consumers interact with each other and with other users, offer significant opportunities for product and brand communication actions, such as cost, time and ease of reaching large consumer masses. For this purpose, many businesses create their own brand profiles on social media communication channels and develop activities that will engage consumers with content sharing such as online product information, discounts, advertisements and promotions. This research has been conducted to determine whether marketing activities on social media are effective in consumers' brand awareness, brand image perceptions and brand loyalty.

When the components that form social media marketing activities are examined, the most significant social media marketing activities are found out as customization and entertainment. Social media marketing activities which have been valued as the lowest by the consumers are trendiness and interaction. It can be considered that components such as trendiness and interaction have been attached importance at a low level by the consumers, since these components are regarded as requisites of social media communication. These results have indicated that businesses that intend to establish and maintain a successful brand communication on social media attach importance to individual communication with customers and paying strict attention to content sharing about the brand with considering being interesting and entertaining rather than regarding currentness, advertisement, and content of promotion. In researches conducted by Kim and Ko (2012) and Seo and Park (2018), it has been revealed that entertainment is a significant component of social media marketing activities. However,

the finding claimed by Seo and Park (2018) has pointed out that trendiness is the most considered component for the consumers in social media marketing activities the result obtained in this research has differed from this finding.

Analysis results have shown that social media marketing activities have a significant effect on consumers' brand awareness, brand image and brand loyalty. This result has been complied with the results of the researches conducted by Godey et al. (2006), Kim and Ko (2012), Duffett (2017) and Seo and Park (2018). Furthermore, the effect that social media marketing activities have on customers is mostly appears in brand awareness. In other words, social media marketing activities are significant awareness tools in terms of reminding consumers and staying in their minds. Nevertheless, findings have shown that brand awareness does not reflect on brand image and brand loyalty that perceived by the consumers who are at similar level. The limited effect of brand awareness on the brand image has obviously established this result. Beyond this, it has been determined that the level of effect is lower in the research, although brand awareness and brand image are significant for consumers' brand loyalty.

It is an interesting and remarkable result that profound effect of social media marketing activities on brand awareness does not reflect on the brand image and brand loyalty. It has been thought that the reason behind that the consumers follow the brands that they are already familiar with on social media. In other words, as consumers follow a brand in the social media, they create brand-related content, or share their experiences and it means that they reflect brand image and brand loyalty in their minds. Moreover, since consumers have a certain image in their minds or follow brands that they are loyal, social media marketing activities may not be effective enough to create a positive brand image and brand loyalty in consumers' minds. In this respect, it has proposed that social media marketing activities should be considered as activities that support the brand value and social media marketing activities should be integrated to traditional brand communication studies by businesses which plan to start up social media marketing activities.

The results of this research have been obtained from consumers who follow five brands from five different sectors with the highest social score as of January 2018 on Facebook, Twitter and Instagram according to social media brand performance data of Marketing Turkey. In researches that will be carried out, reflections of social media marketing activities of the brands belong to similar product groups on the consumers can be focused on. Furthermore, the effects of interactions of consumers about a product group or a brand that exist (independently of business) on brand awareness, brand image, and brand loyalty on social media can be examined. In addition, the researches that will be conducted can include social media channels such as WhatsApp, Google+, YouTube, and LinkedIn thus, the effect of social media on consumers' brand preferences can be studied on a wide scale.

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APPENDIX

MEASUREMENT OF INSTRUMENTS

Social Media Marketing Activities

Entertainment

The social media account of this brand is enjoyable.

The content shared by social media of this brand is enjoyable.

The sharings of this brand on social media are interesting.

Interaction

Information sharing is possible on social media of this brand.

The discussion and exchange of opinions is possible on social media page of this brand.

The expression of opinions is easy on social media of this brand.

Trendiness

The information shared on social media of this brand is up to date.

The use of social media by this brand is trendy.

Advertisement

I like the ads that this brand has published on social media.

The ads that this brand has released on social media are interesting.

Social media ads of this brand positively affect my attention for the brand.

Customization

The information that I need can be found on social media account of this brand.

The social media of this brand provided the information that I needed.

I can easily obtain information that I need thanks to the directions on social media account of this brand.

Brand Awareness

I am always aware of this brand.

I am aware of the characteristics of this brand.

I can always remember the logo of this brand.

Brand Image

This brand is a leader in its sector.

I have fond memories regarding this brand.

This brand is customer-centered.

Brand Loyalty

I am satisfied with brand that appeared on social media.

I usually use this brand as my first choice in comparison with the other brand.

I would recommend this brand to others through the social



THE IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION OF SKINCARE PRODUCTS AMONG INDONESIAN YOUNG ADULTS

Ayu Chrisniyanti

HELP University, Malaysia
Email: chrisayu7@gmail.com

Chung Tin Fah 

Corresponding Author: HELP University, Malaysia
Email: tinfah@yahoo.com

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Abstract

This study aims to investigate the impact of social media marketing activities (SMMAs) on purchase intention of skincare products among Indonesian young adults. The secondary objective of this study is to investigate the mediating effect of subjective norms, perceived behavioral control, brand awareness, and social brand engagement on the relationship between social media marketing activities on purchase intention of skincare products. Despite its popularity in the Indonesian market, the study on the impact of social media marketing activities on purchase intention of skincare products among Indonesian young adults has not been completely investigated and is still limited in Indonesia. This study adopts a quantitative crosssectional method. A total of 271 responses were collected from the respondents aged 18 to 34 years old through non-probability sampling. It was found that social media marketing activities (SMMAs) have a positive significant impact on purchase intention of skincare products among Indonesian young adults. Additionally, the relationship between social media marketing activities and purchase intention was significantly mediated by subjective norms, perceived behavioral control, brand awareness, and social brand engagement. The findings of this study will assist skincare brands' marketers and future researchers to have useful insight into the impact of social media marketing activities on purchase intention of skincare products.

Keywords: Social Media Marketing Activities, Purchase Intention, Subjective Norms, Perceived Behavioral Control, Brand Awareness, Social Brand Engagement

social media, Kemp (2021) has reported that the number of social media users in Indonesia has evolved at a quick pace with 170 million social media active users or equivalent to 61.8% of the total population in 2021. Furthermore, it has been reported that this was dominated by 58.9% of young adults with ages ranging from 18 to 34 years old, who are more likely to spend their time online with a daily average of three hours and 14 minutes (Kemp, 2021).

Furthermore, Ngoc (2018) verified that social media has driven a drastic change in the way Indonesian young adults behave, perceive brands, and purchase products. This has led Indonesian young adults to become more complex, robust, and enlightened as consumers (Hinz *et al.* 2014). Ajzen (1991) argued that today's consumers are not loyal, meaning that they would try out various products available in the market yet are ready to switch at any time and they will base their purchase intention on the information posted on social media (Binwani and Ho, 2019). This is supported by Putri and Wandebori (2016) in their study on the factors influencing cosmetics purchase intention in Indonesia, where they argued that Indonesian young consumers these days are relying more on social media peer interactions and will seek other consumers' reviews to make up their minds on whether to purchase a product. This indicates that the advent of social media has created a new era of marketing — social media platforms have become crucial marketing tools and strategies to reach a large audience, especially in emerging markets like Indonesia (Laksamana, 2018). In their study on motivation and antecedents of consumer engagement with brand pages on social networking sites, Tsai and Men (2013) verified that social media helps marketers not only to demonstrate their brands and products but also to enhance their visibility and credibility, engage their brands directly with targeted consumers, and ultimately influence consumers' purchase intention (Binwani and Ho, 2019).

Skincare, on the other hand, the desire to look good and live a longer life has always been a natural goal felt by Indonesian young adults, regardless of their gender, and perfectly flawless skin is still considered a vital part of beauty (Lixandru, 2017). These have influenced many Indonesian young adults to become more concerned about their appearance and begin to use skincare products on a daily basis to boost their confidence levels (Binwani and Ho, 2019). Consequently, the skincare segment in Indonesia is now blooming and it has also been reported that the skincare market in Indonesia has reached US\$1.78 billion in 2021 (Statista, 2021). It is anticipated to grow and reach a total revenue of US\$2.60 billion with a CAGR of 5.65% by 2026 (Statista, 2022).

Despite its popularity in the Indonesian market, a study on the impact of social media marketing activities on purchase intention of skincare products among Indonesian young adults has not been completely investigated and is still limited in Indonesia, where the existing literature only focused on cosmetics products rather than skincare products (Hermanda *et al.* 2019; Putri and Wandebori, 2016). Moreover, to our knowledge, a study focusing on social brand engagement and brand awareness as additional mediating variables in adopting the Theory of Planned Behavior (TPB) is still limited. Therefore, to fill the study gap, this study aims to examine the impact of social media marketing activities on Indonesian young adults' purchase intention of skincare products. In particular, on how Indonesian young adults formed their purchase intention on skincare products, where consumers' identification of skincare products starts from the evaluation process until an intention to purchase skincare products is finally made through four mediating variables, such as subjective norms, perceived behavioral control, brand awareness, and social brand engagement, that have been developed based on the Theory of Planned Behavior (TPB).

Furthermore, this study will be useful for skincare brands' marketers to have a better understanding and obtain more relevant information in utilizing social media to demonstrate the brands and convey a message to their targeted consumers. In addition, this study is critically important as it highlights the need for marketers of skincare brands to gain insights into the factors affecting Indonesian young adults' purchase intention on skincare products.

This paper is divided into several sections, as follows: Section 2 points out the underpinning theory used, the Theory of Planned Behavior (TPB)—this section briefly defines six variables that have been developed; Section 3 explains the research methodology and data

collection techniques used in this study; Section 4 points out the research findings from the data collection of the questionnaire; and Section 5 concludes this study by presenting a summary and discussion of major findings, followed by the implications of the study and recommendations based on the limitations of the study to assist future researchers.

2. Literature review

2.1. Underpinning theory

2.1.1. Theory of Planned Behavior (TPB)

Ajzen's (1987) Theory of Planned Behavior has been widely acknowledged as the most persuasive and robust research paradigm for predicting consumer behavior (Ajzen, 1991). The Theory of Planned Behavior (TPB) can be defined as a social cognitive model used in social psychology to explain the complexity of human behavior in terms of rational decision making judgments to engage in specific behaviors by evaluating the information accessible to them, where TPB provides better knowledge and understanding in predicting consumers' purchase intention (Ryan and Carr, 2010). Ajzen (1991) verified that human behavior is not exclusively influenced determined by individuals' willingness, but rather, a strong influence by other factors such as time, money, ability, and information they have received.

Figure 1 shows that a consumer's intention is guided by three kinds of beliefs, such as behavioral (attitude), normative (subjective norms), and subjective (perceived behavioral control) (Ajzen, 1991). By adding perceived behavioral control, TPB allows discovering the complex factor that prevents or supports individuals' behavior. This belief strengthens the assessment of individuals' intention to purchase a product (Lada *et al.* 2009).

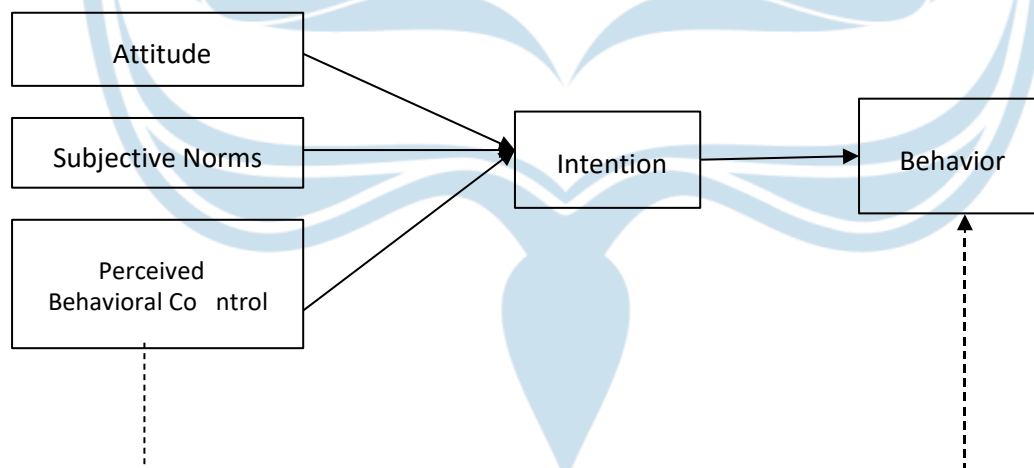


Figure 1. Theory of Planned Behavior Model

Source: Ajzen (1991)

In particular, an attitude refers to the extent to which individuals have a favorable evaluation of the target behavior; subjective norms can be defined as the perceptions of individuals on general social pressure from important others to perform or not perform a given behavior; whereas perceived behavioral control reflects individuals' judgments of how they would execute the courses to cope with potential situations (Ajzen, 1991; Armitage and Conner, 1999; Chin *et al.* 2018).

2.2.

Theoretical framework

2.2.1. Social Media Marketing Activities (SMMAs)

Tsai and Men (2013) found that consumers often communicate with brands on social media, and this interaction has a significant influence on consumers' purchase intention. Social media marketing activities have shifted businesses' focus from "trying to sell" to "building connections" with consumers (Gordhamer, 2009; Khashman, 2021). Furthermore, social media marketing may develop "sticky" content that attracts users' attention and increases the possibility that they will take particular activities, such as purchasing, viewing, and sharing the content with their friends (Gordhamer, 2009; Tsai and Men, 2013). Whilst Jin *et al.* (2019) said that social media marketing activities are based on a business engaging with its consumers and listening to their valuable feedback to enhance the overall experience. This is supported by Jan *et al.* (2020), who stated that social media marketing could assist brands in accessing their consumers' analytical data, which can help businesses enhance their product development in the future. Moreover, social media allows marketers to lower marketing expenses, boost consumers' interactions and engagement, improve consumer purchase intention, and target effectively, the dynamic community (Magasic, 2016; Quinn, 2016). Ngoc (2018) argued that social media marketing activities not only assist marketers in targeting consumers in the appropriate direction but also allow them to tailor their messages to the interests of their consumers in a more realistic manner (Khashman, 2021).

Kim and Ko (2012) identified entertainment, interaction, trendiness, customization, and electronic word of mouth (e-wom) as five key components of social media marketing activities. Entertainment occurs when marketers create experiences that consumers perceived as fun and enjoyable content (Agichtein *et al.* 2008; Seo and Park, 2018); Interaction refers to the degree to which a brand's social media allows consumers to have two-way interaction, information sharing, and opinion exchange (Muntinga *et al.* 2011; Seo and Park, 2018); Trendiness refers to a brand's ability to deliver the latest information about the brand itself (Kim and Ko, 2012; Muntinga *et al.* 2011). Customization refers to the degree to which brands reflect consumers' demand to satisfy their personal preferences such as price, product qualities, and features that can strengthen their purchase intention (Cheung *et al.* 2020; Kim and Ko, 2012); while Electronic Word of Mouth (e-wom) refers to communications or perceptions towards products, brand or business through social media platform which made by both potential current or former consumers (Hennig-Thurau *et al.* 2004).

2.2.2. Subjective norms (SN)

The social pressure that an individual perceives to perform a certain behavior is characterized by subjective norms (Ajzen, 1991). These social pressures are frequently based on how often the individual believes that behavior occurs among others, as well as the individual's impression of the approval or disapproval of the behavior by others (Ajzen, 1991; Ho *et al.* 2015). Subjective norms are principles and standards that influence an individual's behavior in society (Cialdini and Trost, 1998). Sherif (1936) claimed that an individual learns how to engage in a social situation and understand society's beliefs, values, rules, norms, and fashions as a result of subjective norms. Subjective norms develop out of normative beliefs and motivation to meet these expectations (Kim and Chung, 2011). According to Ho *et al.* (2015), subjective norms are influenced by both personal referents (e.g., friends, family) and societal referents (e.g., social media). According to Sanne and Wiese (2018), personal and societal referents have a significant influence on subjective norms. If the consumer believes that referents consider a particular product is good, they are more likely to purchase the product.

2.2.3. Perceived behavioral control (PBC)

Perceived behavioral control is described as an individual's perceived ability to do certain behaviors, which varies across conditions depending on factors that either help or obstruct the behavior's performance (Ajzen, 1991). Perceived behavioral control was defined by Ramayah, *et al.* (2009) as an individual's perception of ease in doing an activity. Perceived behavioral control is built based on control beliefs and the perceived power of the influencing factors. According to Ajzen (1991), control beliefs are the best views that people have regarding how much control they have over choosing to perform a behavior, concerning resources, talents, and barriers (Chin *et al.* 2018). This is further supported by other studies, which have explained that if consumers received more information about skincare and hence had higher perceived behavioral control, then they would have a higher purchase intention for skincare products (Kidwell and Jewell, 2003; Ramayah *et al.* 2009). Perceived power is considered as the individual's view of how strong the factor can affect the performance of the behavior by either assisting it or obstructing it (Ajzen 1991).

2.2.4. Brand awareness (BA)

Brand awareness has previously been defined by several studies as a consumer's ability to recognize and recall a brand in a variety of situations or environments (Aaker, 1991; Balaji, 2011). According to Keller (1993), brand awareness suggests that consumers are familiar with the brand name and logo, which increases the likelihood of that brand being included in a list of viable candidates, and hence the possibility of that brand being picked. Keller (1993) has divided brand awareness into two categories, called brand recognition and brand recall. Brand recognition refers to the degree to which consumers can recognize brands as having been seen or heard before when the brand is cued (Aaker, 1991; Keller, 1993). While brand recall refers to the extent to which the brand is generated from memory cues such as product category or needs met by the category are presented as a cue (Aaker, 1991; Emini and Zeqiri, 2021; Lee *et al.* 2019). According to previous research, consumers' confidence in a brand grows as they become more familiar with it, indicating that brand awareness is high (Laroche *et al.* 1996); they are more likely to trust that brand (Balaji, 2011). A study conducted by Macdonald and Sharp (2000) found that consumers have a strong tendency to use brand awareness as a heuristic when choosing a product since they believe a well-known brand is more trustworthy than an unfamiliar or unknown brand.

2.2.5. Social brand engagement (SBE)

McKay (2017) referred to social brand engagement as a consumer's readiness to interact with a brand's social media touchpoint. Osei-Frimpong and McLean (2018) have characterized social brand engagement as a multidimensional component that comprises a consumer's intentional, cognitive, and emotional states generated through interactive experiences that underpin behavioral interactions like those found on social media (Patterson *et al.* 2006). Since the intensity levels of cognitive, emotional, and intentional states in engagement processes can change rapidly from one moment to another, social brand engagement necessitates an active relationship that provides consumers and brands with experiential and instrumental value (Hollebeek *et al.* 2014). Likes, comments, and shares on a brand's social media profile are examples of such involvement and engagement. Consumers are more inclined to interact with brand-generated posts or content if the brand generates intriguing content that leads to impressions and attitudes about the brand (Osei-Frimpong and McLean, 2018). Social brand engagement not only creates a pool of vital information but also aids marketers in establishing a relevant brand and reacting to consumers'

needs (Kuvykaite and Pligrimiene, 2014). Cheung *et al.* (2020) verified that marketers create conscious, imperative content for social brand engagement to develop and maintain a competitive edge over competitors.

2.2.6. Purchase intention (PI)

The phrase “purchase intention” refers to a consumer’s concern as well as the likelihood of acquiring a product (Fishbein and Ajzen, 1975). Purchase intention is defined by Blackwell *et al.* (2000) as “what we think we will purchase”. A consumer’s attitude and preference for a product or service are inextricably tied to their purchase intention (Kim and Ko, 2012). Purchase intention, according to Wu *et al.* (2011), refers to the possibility that consumers will intend to purchase a given product or service in the future. Zeithaml (1988) proposed various dimensions to evaluate purchase intention, such as: possible to buy, intended to buy, and considered to buy. Blackwell *et al.* (2000) further argued that these three types of purchase intention may be affected by the level of several factors, such as brand awareness, brand trust, and brand engagement. Besides, purchase intention can be used to measure a consumer’s tendency to acquire a product in the future, and the correlation between the two components is such that the stronger purchase intention, the greater the desire to buy a product (Emini and Zeqiri, 2021; Zeithaml, 1988).

2.3. Hypotheses development

2.3.1. Social media marketing activities and purchase intention

Tsai and Men (2013) found that consumers often communicate with brands on social media, and this interaction has a significant influence on consumers’ purchase intention. Purchase intention increases as a result of social media communication, which leads to purchase decisions (Jalilvand and Samiei, 2012; Tsai and Men, 2013). Information on skincare products available in the virtual world can positively affect consumers’ purchasing intention (Pjero and Kercini, 2015). Online consumers’ purchase intention is affected by the available information, which usually comes in the form of ratings and comments or marketing activities (Mangold and Faulds, 2009). In their study of the e-commerce industry, Yadav and Rahman (2017) discovered that social media marketing activities have a positive impact on purchase intention. According to Bilal *et al.* (2014), consumers who use online platforms have had their buying decisions influenced by social media. With the literature mentioned above, the following hypothesis is formulated:

H₁: Social media marketing activities have a significant positive impact on purchase intention of skincare products among Indonesian young adults.

2.3.2. Mediating effect: Subjective norms

According to Sanne and Wiese (2018), positive subjective norms increase the likelihood of an individual’s intention to undertake a specific behavior. Another study claimed that subjective norms have a significant impact on purchase intention of green skincare products (Hsu *et al.* 2017). Sun and Wang (2020) investigated consumers’ purchase intention for green products in the setting of social media marketing. Subjective norms were found to mediate the relationship between social media marketing and purchase intention (Kim and Chung, 2011; Sun and Wang, 2020). Furthermore, other studies mention that subjective norms are particularly relevant to the study of social media marketing activities, as social media is a collective network based on connections that greatly influence subjective norms and ultimately influence purchase intention (Logan, 2014; Maurer and Wiegmann, 2011). In the context of skin management, subjective norms have a major impact on behavioral intention (Hillhouse, 2000). Souiden and Diagne (2009)

support the positive relationship between subjective norm perceptions and behavioral intention in the context of purchasing skincare products. The following hypothesis is formulated:

H₂: Subjective norms positively mediate the relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults.

2.3.3. Mediating effect: Perceived behavioral control

Previous research has indicated that consumers' confidence in their ability to manage or control their behavior showed a favorable relationship with purchase intention (Kim and Chung, 2011; Ramayah *et al.* 2009). A consumer who believes they have a lot of control over their behavior is more likely to have a higher purchase intention for skincare products (Ramayah *et al.* 2009). Giantari *et al.* (2013) discovered that perceived behavioral control influenced the correlation between online shopping platforms and purchase intention. Simamora and Djamaludin (2020) found that perceived behavioral control strongly mediated the correlation between the online platform and purchase intention for movie tickets. A recent study discovered that perceived behavioral control positively mediated the relationship between social media and consumers' intention toward a product (Anser *et al.* 2019; Chin *et al.* 2018). The following hypotheses are formed:

H₃: Perceived behavioral control positively mediates the relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults.

2.3.4. Mediating effect: Brand awareness

Brand awareness can serve as a sign of quality and commitment, allowing consumers to get familiar with a brand and, as a result, assist them in making a purchasing decision (Aaker, 1991; Balaji, 2011). Social media marketing is seen as a fashionable aspect of communication that has a big impact on brand awareness and leads to consumers' purchase intention (Bilgin, 2018; Jamali and Khan, 2018; Seo and Park, 2018). When brand awareness is applied as a mediator, Shabbir *et al.* (2010) reveal that there is a significant relationship between social media marketing activities and customer purchase intention. Further, this is supported by a recent study by Aljumah *et al.* (2021) that verified there is a significant relationship between social media marketing and consumers' purchase intention through brand awareness. The following hypotheses are formed:

H₄: Brand awareness positively mediates the relationship between social media marketing activities and purchase intention toward skincare products among Indonesian young adults.

2.3.5. Mediating effect: Social brand engagement

Consumers' purchasing intentions, according to Dehghani and Tumer (2015), are heavily influenced by the product's value and recommendations expressed or shared by other consumers on social media platforms. They further indicated a high correlation between social media marketing and purchase intention through social brand engagement (Dehghani and Tunner, 2015). According to Harris and Rae (2009), social media marketing can shift consumers' infatuation for engagement from the outward perspective, and the inward perspective. Social media marketing can act as a medium that can change the traditional focus on control to one that embraces virtual collaboration and interaction, which can enhance consumers' purchase intention. Lu *et al.* (2014) demonstrated that the function of involvement greatly influences consumers' intention to purchase a product. They further claimed that leveraging social media significantly increased consumers' buying intention (Lu *et al.* 2014). Previous research has discovered that

social brand engagement positively mediates the relationship between social media marketing activities and purchase intention (Barhemmati and Ahmad, 2015). Based on the above arguments, this study posits the following hypothesis:

H₅: Social brand engagement positively mediates the relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults.

To achieve a better understanding of the determinant of the purchase intention toward skincare products among Indonesian young adults, a conceptual research framework has been adopted and formulated based on the Theory of Planned Behavior (TPB) model, which has been shown in Figure 2.

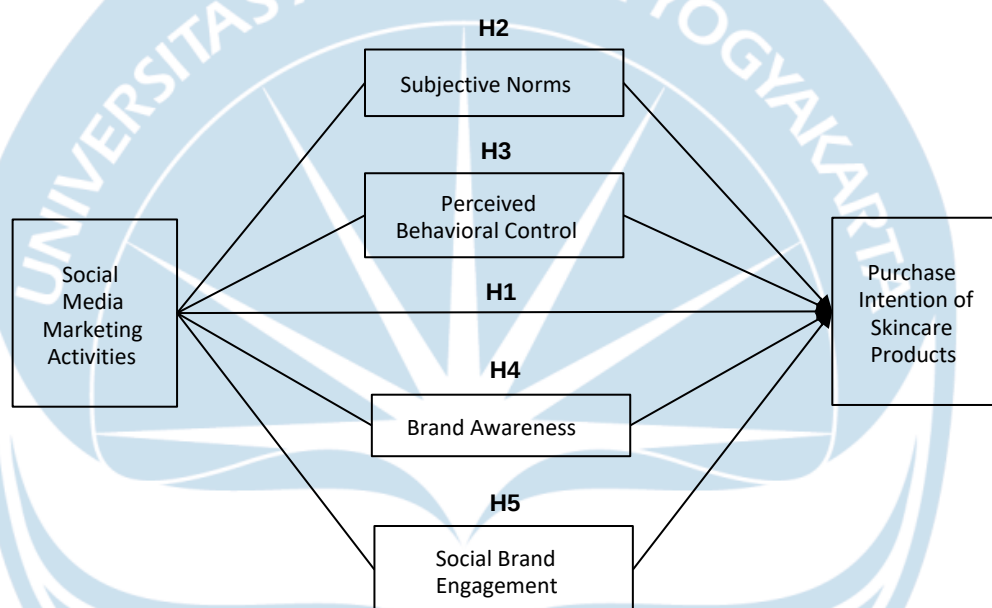


Figure 2. Proposed conceptual framework

Source: Author's own preparation

3. Research methodology

3.1. Sample design

This study focuses on Indonesian young adults, both male and female, aged 18 to 34 years old, who use any skincare products daily and are engaged in skincare brands' social media. The respondents in this survey hail from four cities in Indonesia, specifically, Denpasar, Jakarta, Bandung, and Surabaya. The sample target respondents range from students to the employed, self-employed, and unemployed. This demographic has been chosen as it has a strong purchasing power and high internet penetration (Bank Indonesia, 2018; BPS Indonesia, 2018; Sun and Chung, 2020). Additionally, the demographics are well-educated, technology-savvy, and conscious of skin health as well as beauty (BPS Indonesia, 2018; Kemp, 2021).

Furthermore, a non-probability sampling technique is employed in this study. Due to the COVID-19 pandemic and a large-scale social restriction in Indonesia, data is collected via a structured online questionnaire by utilizing Google Form for roughly 10 days from 20th March to 29th March 2022, where three social media platforms such as Instagram, Facebook, and WhatsApp are used as distribution channels to share the online questionnaire form link with the respondents. The entire data collection process adheres to legal and ethical standards. A total of 345 data of respondents are collected, however, only 271 responses are useable and meet the requirements of the questionnaire.

3.2. Questionnaire design

All of the questionnaire items were created based on the objective of the study and questions that clarify the constructs were extracted from the literature review and included in the questionnaire. The questionnaire surveyed social media marketing activities (SMMAs) covered eight items; three items assessed subjective norms; five items examined perceived behavioral control; four items examined brand awareness; six items measured social brand engagement; and five items measured purchase intention, resulting in a total of 31 questionnaire items. A Four-point Likert scale is adopted with ranges from 1 (“strongly disagree”) to 4 (“strongly agree”) with no neutral option scale to eliminate personal bias, avoid the possibility that the respondents will misuse the midpoint, and get specific responses (Chyung *et al.* 2017). Table 1 shows the questionnaire items.

Table 1. Measurement items development

SMMA	Code	Items	Reference
Entertainment	SMMA1	The content of this skincare brand's social media is enjoyable, fun, and playful	Kim and Ko (2012); Seo and Park (2018)
	SMMA2	The content shared by this skincare brand on social media seems interesting	
Interactions	SMMA3	It is possible to have two-way communication to share opinions through this skincare brand's social media	
Trendiness	SMMA4	The information shared on this skincare brand's social media is up-to-date	
Customization	SMMA5	This skincare brand's social media provide lively feed information that I am interested in	
	SMMA6	This skincare brand's social media offers customized information searches	
E-WOM	SMMA7	I would like to pass along information on the brand, product, or services from this skincare brand's social media to my friends, family, and the public in general	Cheung <i>et al.</i> (2020)
	SMMA8	I want to upload or re-shared content from this skincare brand's social media on my blog or my personal social media account	
SN	Code	Items	Reference
Subjective Norms	SN1	People who are important to me influence my behavior to purchase skincare products from this brand	Sun and Wang (2020)
	SN2	People I value would want me to purchase skincare products from this brand	
	SN3	People I value would buy skincare products from this brand	
PBC	Code	Items	Reference
Perceived Behavioral Control	PBC1	Purchasing skincare products is entirely within my control	Sun and Wang (2020)
	PBC2	I can find skincare products and brands if I want to	
	PBC3	I believe I have the ability to purchase skincare products	
	PBC4	I have the resources, time, and willingness to purchase skincare products	Sanne and Wiese (2018)
	PBC5	I see myself as capable of purchasing skincare products in the future.	

BA	Code	Items	Reference
Brand Recognition	BA1	I am aware of the characteristics of this skincare brand on social media	Lee <i>et al.</i> (2019)
	BA2	Social media helps me realize and recognize this skincare brand exists among other brands	
Brand Recall	BA3	I can quickly recall this skincare brand through its symbol, name, and logo	Emini and Zeqiri (2021)
	BA4	When I think of toner, moisturizer, this skincare brand comes to my mind	
SBE	Code	Items	Reference
Emotional	SBE1	I am enthusiastic about engaging with this skincare brand on social media	Emini and Zeqiri (2021)
	SBE2	I feel positive about this skincare brand on social media	
Cognitive	SBE3	I engage in brand engagement activities to help me to reach personal goals	
	SBE4	This skincare brand catches my attention	
Intentional	SBE5	I exert my full effort in supporting this skincare brand on social media	
	SBE6	I spend a lot of time using social media to access this skincare brand	
PI	Code	Items	Reference
Possible to Buy	PI1	I would hope to purchase from this skincare brand	Emini and Zeqiri (2021)
	PI2	I am very likely to purchase skincare products recommended by my friends on social media	
Intended to Buy	PI3	I intend to purchase a skincare brand that I like based on social media interaction	
	PI4	I intend to purchase products as marketed on skincare brand's social media I follow	
Considered to Buy	PI5	Interacting with this skincare brand's social media helps me make better decisions before purchasing their product	

Source: Author's own preparation

4. Data analysis

The data collected were examined using the SmartPLS v.3.3.3 to test the hypotheses in this study. An SPSS v.26.0 is used, before testing the hypotheses, to test demographic statistics to understand and have valuable insight into the characteristics of 271 respondents in this study. Table 2 shows the demographic characteristics of the respondents.

Table 2. Demographic statistics

Description	Characteristics	%
Gender	Female	88.2
	Male	11.8
Age	18 – 20 years old	16.6
	21 – 25 years old	56.5
	26 – 30 years old	19.9
	31 – 34 years old	7.0
City	Denpasar	60.9
	Jakarta	18.8
	Surabaya	9.6
Employment Level/Status	High School Student	8.1
	University Student	29.5
	Employee	41.3
	Self-Employed	15.1
	Unemployed Other	3.0

		3.0
Income Level (in IDR – Rupiah)	Less than IDR 2.500.000 IDR 2.500.001 – IDR 5.000.000 IDR 5.000.001 – IDR 7.500.001 IDR 7.500.001 – IDR 10.000.000 More than IDR 10.000.001	34.3 31.0 19.2 10.3 5.2
Social Media Platforms	Instagram Twitter Facebook YouTube TikTok Other	96.3 45.8 22.1 56.5 48.7 3.0
Avg. Hours to Spend on Social Media (Per Day)	Less than 1 Hour From 1 Hour to less than 4 Hours From 4 Hours to less than 6 Hours More than 6 Hours	2.6 42.1 38.4 17.0
TOTAL		100.0

Source: Author's own preparation

4.1. Measurement model assessment

The measurement model was evaluated using the composite reliability (ρ_c) and the Average Variance Extracted (AVE). Table 3 shows the composite reliability of the constructs in this study was qualified as it showed all the values are greater than 0.70. However, some measurements were removed from the model to achieve the square root of the AVE greater than the cut-off of 0.50 and outer loadings greater than 0.70 (Hair *et al.* 2014).

Table 3. Composite reliability and convergent validity

Variables	Items	Composite Reliability (ρ_c)	Outer Loadings ^a	AVE ^b
SMMA	SMMA1	0.856	0.758	0.544
	SMMA2		0.731	
	SMMA3		0.731	
	SMMA7		0.757	
	SMMA8		0.710	
SN	SN1	0.895	0.840	0.739
	SN2		0.876	
	SN3		0.863	
PBC	PBC1	0.882	0.724	0.653
	PBC2		0.812	
	PBC3		0.883	
	PBC4		0.805	
BA	BA3	0.874	0.905	0.776
	BA4		0.856	
SBE	SBE1	0.878	0.770	0.591

	SBE2		0.726	
	SBE3		0.748	
	SBE5		0.844	
	SBE6		0.751	
PI	PI1	0.846	0.704	0.579
	PI3		0.790	
	PI4		0.794	
	PI5		0.754	

Notes: All the Composite Reliability (ρ_c) are greater than the cut-off of 0.70, meaning that all the constructs used in the model were acceptable. ^{b+c} All measurement items with outer loadings lower than 0.70 were removed from the model, including BA1, BA2, PBC5, PI2, SBE4, SMMA4, SMMA5, and SMMA6 as these items have also affected the Average Variance Extracted (AVE).

Source: Author's own preparation

Discriminant validity is concerned with concept differentiation in the constructs; it assures that each construct has its own identity and is statistically unique which can be assessed through the cross-loadings indicator, Fornel-Larcker criterion, and Heterotrait Monotrait Ratio (HTMT) (Hair *et al.* 2014). Table 4 shows the cross-loading of each item has the highest value on itself and low on other constructs.

Table 4. Cross-loadings indicator

	BA	PBC	PI	SBE	SMMA	SN
BA3	0.905	0.358	0.450	0.436	0.469	0.267
BA4 PBC1	0.856	0.279	0.403 0.283	0.537 0.133	0.355	0.221 0.195
	0.229	0.724			0.336	
PBC2	0.328	0.812	0.280	0.200	0.286	0.219
PBC3	0.355	0.883	0.391	0.261	0.347	0.280
PBC4	0.262 0.452	0.805	0.310	0.223 0.412	0.320	0.318 0.422
PI1		0.463	0.704		0.440	
PI3	0.320	0.289	0.790	0.454	0.466	0.431
PI4	0.296	0.204	0.794	0.483	0.413	0.373
PI5	0.397 0.411	0.221 0.203	0.754	0.451	0.409	0.344 0.342
SBE1			0.408	0.770	0.458	
SBE2	0.503	0.326	0.512	0.726	0.504	0.373
SBE3	0.323	0.140	0.384	0.748	0.335	0.326
SBE5	0.476	0.145	0.489	0.844	0.484	0.401
SBE6	0.350	0.145	0.455	0.751	0.442	0.425
SMMA1	0.382	0.353	0.427	0.386	0.758	0.416
SMMA2	0.382	0.324	0.388	0.356	0.731	0.304
SMMA3	0.318	0.249	0.414	0.378	0.731	0.406
SMMA7	0.390	0.323	0.436	0.515	0.757	0.408
SMMA8	0.270	0.225	0.436	0.512	0.710	0.462
SN1	0.244	0.269	0.422	0.399	0.481	0.840
SN2	0.212	0.285	0.456	0.400	0.472	0.876
SN3	0.263	0.260	0.461	0.463	0.450	0.863

Notes: The gray highlight on the Cross-loading table indicates that the loading of each indicator has the highest value on itself and is low on other constructs.

Source: Author's own preparation

Moreover, Table 5 shows the Fornel-Larcker criterion of this study, where the square root of the AVEs of each item has the highest value on itself and was greater than all of the inter-construct.

Table 5. Fornel-Larcker criterion

	BA	PBC	PI	SBE	SMMA	SN
BA	0.881					
PBC						
PI	0.365					

SBE	0.486 0.546	0.808				
	0.473	0.396 0.256				
	0.279	0.400	0.761			
		0.315	0.591			
			0.571	0.769		
			0.519	0.587	0.738	
SMMA				0.489	0.544	
SN						0.860

Notes: The gray highlight on the Fornel-Larcker Criterion table indicates that the square root of the AVE has the highest value on itself and is low on other constructs.

Source: Author's own preparation

To achieve discriminant validity the HTMT score should be between confidence interval values -1 and 1 (Henseler *et al.* 2014). Table 6 shows the results of HTMT for this study, which confirms that discriminant validity was valid as all values were significantly different from 1 and greater than -1 .

Table 6. Heterotrait-Monotrait ratio

	BA	PBC	PI	SBE	SMMA	SN
BA PBC						
	0.470					
PI	0.652					
		0.486				
SBE	0.707	0.300				
			0.739			
SMMA	0.621	0.495	0.732			
				0.709		
SN	0.361	0.382	0.653	0.589		
					0.670	

Source: Author's own preparation

Figure 3 shows the results of the measurement (outer) model, which indicates that all Cronbach's alpha and the outer loading for each item (yellow boxes) are greater than 0.70, indicating that the measurement (outer) model of this study is significant.

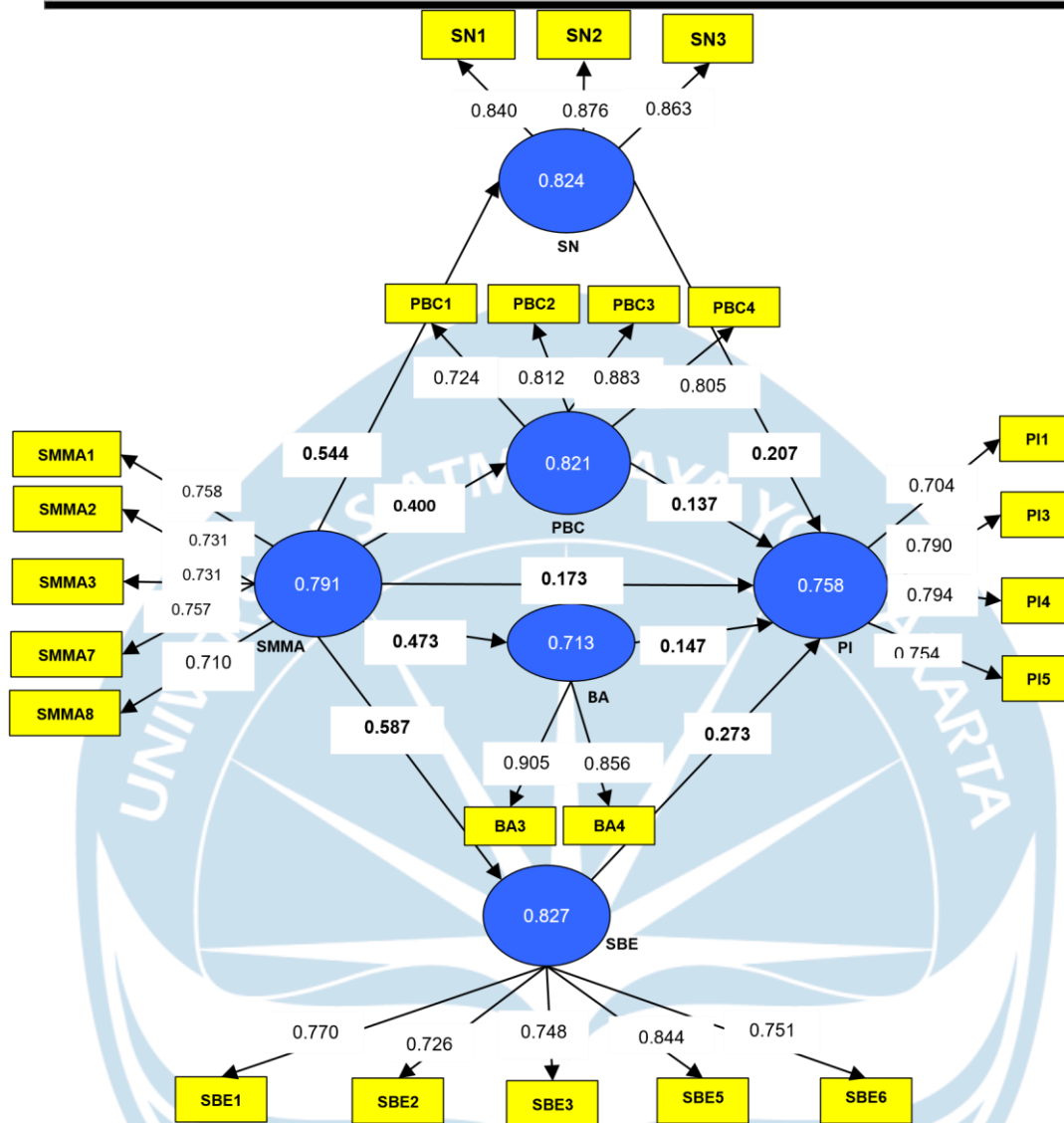


Figure 3. Outer (measurement) model results

Notes: Blue circles indicate the constructs with Cronbach's alpha; Yellow boxes indicate the measurement items with outer loading.

Source: Author's own preparation

4.2. Structural model assessment

The structural model was assessed to investigate the path coefficient and hypotheses that have been established as well as the significance of the variables. To conclude that the constructs exhibit strong relationships, the path coefficients should be between -1 and +1 (Hair *et al.* 2014). In addition, the p-value should be less than 0.05 and the t-value must be greater than 1.96 (Hair *et al.* 2014). Figure 4 shows the bootstrapping results of the inner model (structural model) of this study, except for the first variable of this study which is SMMA as it is the independent variable.

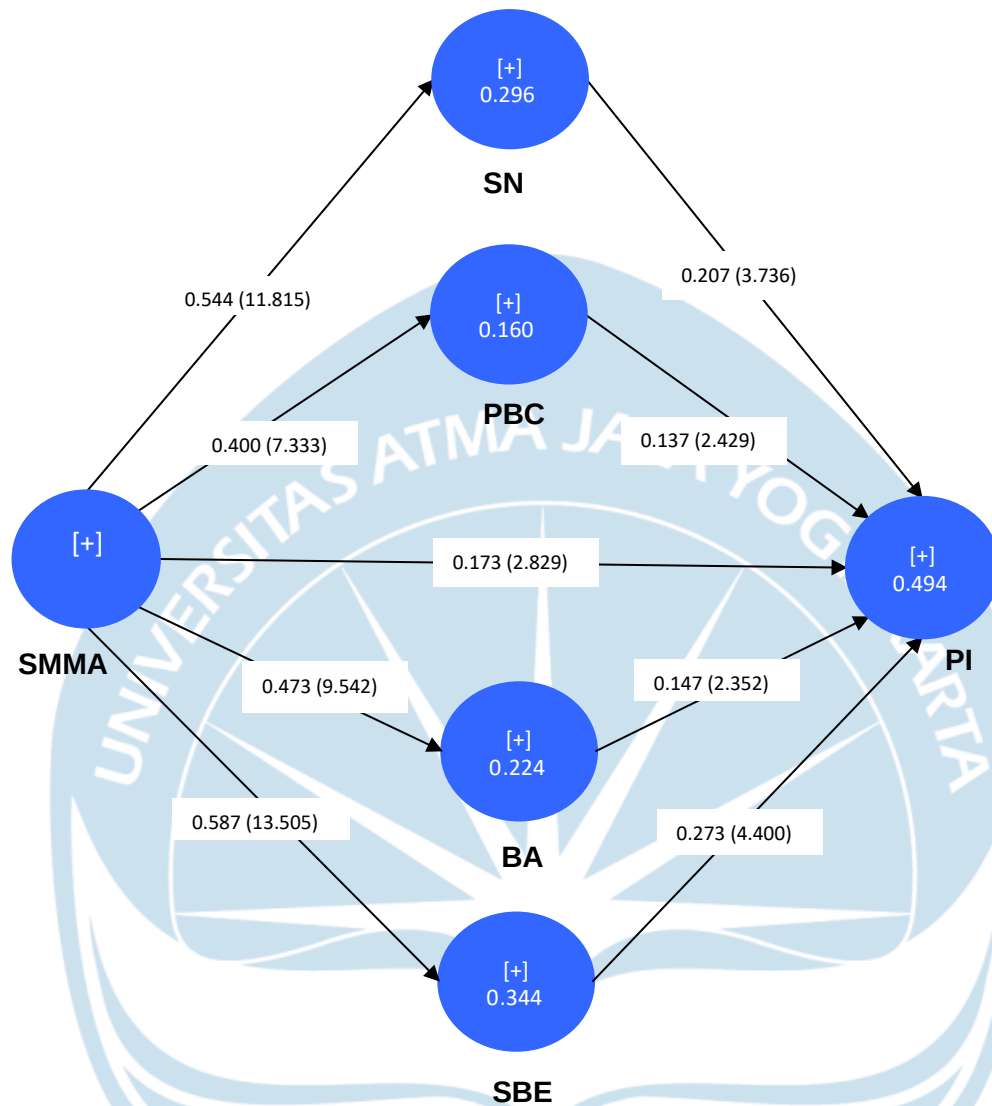


Figure 4. Inner(structural) model results

Notes: Blue circles indicate the value of the coefficient of determination (R^2).

Source: Author's own preparation

The first hypothesis examined if social media marketing activities had a significant effect on purchase intention of skincare products. The result showed that there was a positive significant relationship ($\beta = 0.173$, $t = 2.910$, $p < 0.05$), accepting H_1 . This result is aligned with several previous studies (Patruti-Baltes, 2016; Yadav and Rahman, 2017), where all constructs of social media marketing activities have a high chance to create purchase intention. Based on the result of this study, it can be seen that consumers' purchase intention is more likely to be influenced by social media marketing activities; Subjective norms positively mediated the relationship between social media marketing activities and purchase intention ($\beta = 0.113$, $t = 3.509$, $p < 0.001$), supporting H_2 , which this result is aligned with the previous study (Souiden and Diagne, 2009). This indicates that pressure from society could influence the consumers' behavior and intention to purchase skincare products.

Moreover, perceived behavioral control positively mediated the relationship between SMMA and PI ($\beta = 0.055$, $t = 2.089$, $p < 0.05$), accepting H_3 , this finding shows that if consumers believe they have a lot of control over their behavior, they are more likely to have higher purchase

intention on skincare products (Chin *et al.* 2018); Brand awareness positively mediated the relationship between social media marketing activities and purchase intention ($\beta = 0.069$, $t = 2.229$, $p < 0.05$), supporting H_4 . This result is aligned with previous studies (Aljumah *et al.* 2021; Shabbir *et al.* 2010), where social media marketing activities are seen as a fashionable aspect of communication from brands to the consumers that have a big impact on brand awareness and lead to consumers' purchase intention; Social brand engagement positively mediated the relationship between social media marketing activities and purchase intention ($\beta = 0.160$, $t = 4.251$, $p < 0.001$), accepting H_5 . This result indicates that a positive relationship and communication between skincare brands and consumers will lead to a high consumer purchase intention and this result is aligned with a previous study conducted by Lu *et al.* (2014) claimed that the function of involvement in social media greatly influences consumers' intention to purchase a product. Table 7 shows the summary of the hypotheses results.

Table 7. Hypotheses results

	Descriptions	β	STDEV	t-values	p-value	CI 95%	Results
H1	SMMA $\rightarrow$ PI	0.173	0.060	2.910	0.004**	0.271	Accepted
H2	SMMA $\rightarrow$ SN $\rightarrow$ PI	0.113	0.032	3.509	0.000***	0.166	Accepted
H3	SMMA $\rightarrow$ PBC $\rightarrow$ PI	0.055	0.026	2.089	0.037**	0.104	Accepted
H4	SMMA $\rightarrow$ BA $\rightarrow$ PI	0.069	0.031	2.229	0.026**	0.121	Accepted
H5	SMMA $\rightarrow$ SBE $\rightarrow$ PI	0.160	0.038	4.251	0.000***	0.225	Accepted

Notes: ** $p < 0.05$; *** $p < 0.001$; β = path coefficient; STDEV = Standard Deviation; SMMA (Social Media Marketing Activities); SN = Subjective Norms; PBC = Perceived Behavioral Control; BA = Brand Awareness; SBE = Social Brand Engagement; PI = Purchase Intention

Source: Author's own preparation

The coefficient of determination (R^2) was assessed to test the model's predictive accuracy and squared correlation between a specific endogenous construct's actual and predicted values, which can be assessed through bootstrapping (Hair *et al.* 2014). Falk and Miller (1992) pointed out that the R^2 value should be equal and/or greater than the benchmark of 0.10. Table 8 shows the R^2 values of this study. Therefore, establishing the predictive capability—particularly 49.4% changes in purchase intention can be attributed to the shift in social media marketing activities.

Table 8 shows the R^2 of this study. Moreover, the f^2 effect size was assessed in this study to evaluate the strength of one exogenous construct contributes to another measure by R^2 . Table 9 shows the effect size of each construct was greater than or equal to 0.02, meaning that all constructs had a small effect size.

Table 8. R-square

Variables	R^2
BA	0.224
SN	0.296
PBC	0.160
SBE	0.344
PI	0.494

Source: Author's own preparation

Table 9. f-square effect size

Predictor	Endogenous	R^2 included	R^2 excluded	f^2	Effect
SMMA	PI	0.494	0.479	0.0296	Small
SN	PI	0.494	0.465	0.0573	Small
PBC	PI	0.494	0.477	0.0335	Small
BA	PI	0.494	0.479	0.0296	Small

SBE	PI	0.494	0.459	0.0691	Small
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Notes: $f^2 \geq 0.02$ = small effect; $f^2 \geq 0.15$ = medium or moderate effect; $f^2 \geq 0.35$ = large effect

Source: Author's own preparation

On the other hand, the Q^2 was examined to accurately predict the data points of indicators in reflective measurement models of endogenous constructs and endogenous singleitem constructs (Hair *et al.* 2014). Falk and Miller (1992) claimed that the Q^2 value in the structural model larger than zero for a certain reflective endogenous latent variable indicates the path model's predictive relevance for this particular construct. Similar to the f^2 effect size approach, Table 10 indicates that Q^2 values in this study were greater than zero, which confirms that the model for this study had predictive relevance. Further, the model had small effects since the all q^2 values were smaller than 0.15, which has been shown on Table 11.

Table 10. Predictive relevance

	SSO	SSE	Q^2
BA	542.0	450.6	0.169
SN	813.0	640.3	0.212
PI	1084.0	798.3	0.264
PBC	1084.0	973.0	0.102
SBE	1355.0	1092.9	0.193

Source: Author's own preparation

Table 11. q-square effect size

Predictor	Endogenous	Q^2 included	Q^2 excluded	q^2	Effect
BA	PI	0.264	0.258	0.00815	Small
SN	PI	0.264	0.250	0.01902	Small
PBC	PI	0.264	0.259	0.00679	Small
SBE	PI	0.264	0.244	0.02723	Small
SMMA	PI	0.264	0.257	0.00951	Small

Source: Author's own preparation

4.3. Importance-performance map analysis (IPMA)

The importance-performance map analysis (IPMA) extends the results of PLS-SEM by also taking the performance of each construct into account. As a result, conclusions can be drawn on two dimensions (i.e., both importance and performance), which is particularly important for prioritizing managerial actions (Ringle and Sarstedt, 2016). Figure 5 and Table 12 show the result of the IPMA for this study

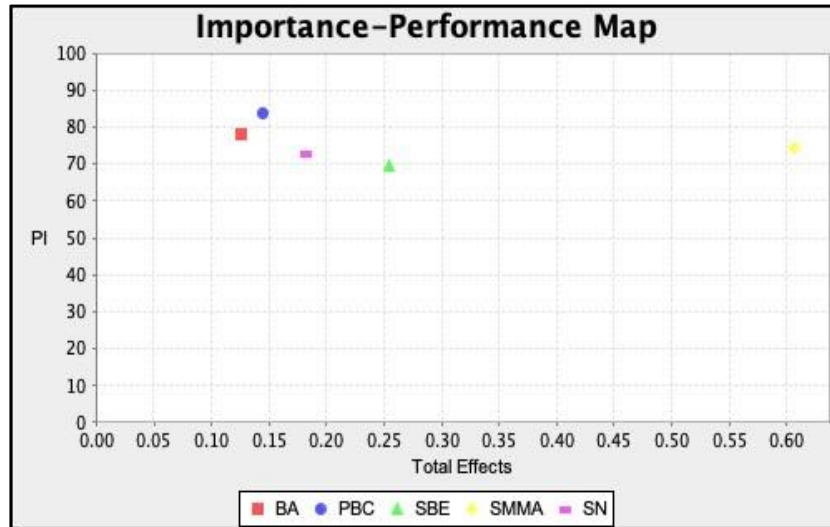


Figure 5. Importance-performance map analysis chart

Notes: y axis indicates importance of each construct; x axis indicates performance of each construct.

Source: Author's own preparation

Table 12. Importance-performance analysis index

Construct	Importance (Total Effect)	Performances (Index Values)
BA	0.126	78.031
PBC	0.145	83.719
SBE	0.254	69.559
SMMA	0.606	74.497
SN	0.183	72.705

Source: Author's own preparation

The results above indicate that PBC, BA, SBE, and SN had high importance and low performance, which management should focus on. Whereas management should keep up the good work on SMMA as this indicates that the variable had high importance and high performance.

5. Conclusion

This research concentrates on examining six latent constructs derived from the literature by adopting the Theory of Planned Behavior (TPB), where a conceptual framework was developed with ordered latent constructs and analyzed through statistical data analysis and square equation modeling. From the findings, all the hypotheses that have been developed were accepted. Particularly, the result showed that the social media marketing activities significantly affected purchase intention, and all mediating variables positively mediated the relationship between social media marketing activities and purchase intention of skincare products. Furthermore, the findings of this study also indicated that social media marketing activities had high importance and high performance in terms of importance-performance map analysis (IPMA), whereas all mediating variables had high importance and low performance, which suggested for management to take into account.

5.1. Implication of the study

5.1.1. Managerial implication

There was a significant relationship between social media marketing activities and purchase intention of skincare products among Indonesian young adults in this research. These findings highlight the significance of social media marketing activities, where marketers of the skincare brands should creatively utilize social media in the dynamic community as it can be seen from this study that Indonesian young adults are active users of social media and are heavily influenced by the contents shared on social media before purchasing a product.

Moreover, this study gives marketers several practical thoughts on utilizing social media to compete in the market. Consumers become more involved with the brand, the more they are familiar with it. As such, marketers should utilize several features on social media platforms (e.g., IG story on Instagram) and provide playful and lively content to have high exposure and active engagement between the brands and the consumers, which may enhance familiarity in the consumers, and create an emotional attachment on the consumers to increase brand awareness, brand engagement, purchase intention, and ultimately maintain high profits in the long run.

5.1.2. Theoretical implication

This study showed that social media marketing activities significantly affected purchase intention of skincare products among Indonesian young adults. Through the findings of previous research, the author acknowledges that there is quite a several information about the impact of social media marketing activities on purchase intention. However, the number of researchers that investigated and emphasized the subjective norms, perceived behavioral control, brand awareness, and social brand engagement as mediating variables is still limited —where the findings of this study showed that all the four mediating variables are critical construct to analyze consumers' purchase intention and their complex behavior in this dynamic community. Hence, researchers could look into the relationship between independent, mediating, and dependent variables more in-depth as the findings in this study showed that all mediating variables are significant with purchase intention.

5.2. Limitations and recommendations for further research

This research was conducted successfully. However, the author found several limitations as the author went through the study. The first limitation of this study is the lack of existing academic research in terms of social media marketing activities on purchase intention of skincare products using the Theory of Planned Behavior, where the majority of previous studies were focused mainly on cosmetic products instead of skincare products. Besides, the studies that investigated and focused on brand awareness and social brand engagement as additional mediating variables in adopting the TPB are still limited; the second limitation is that this study employs a cross-sectional method as it saves time and allows researchers to investigate and evaluate a large number of variables using standard procedures. However, there is no time dimension provided which makes it impossible to establish a cause-and-effect relationship over a long period. The third limitation is that due to the ongoing COVID-19 pandemic and the largescale social restriction, the questionnaire of this study was created through Google Form and distributed through three different social media platforms.

Finally, this study was conducted in Indonesia, with the respondents sampled from Indonesian young adults who have experience in using social media marketing to purchase skincare products, whereas those who do not have experience were eliminated from the survey. This indicates that the findings of this study may only be applicable in the Indonesian market. Based on the findings and the limitations of this study, it would be interesting for the future research to consider these limitations by incorporating the sample of other countries, which involve a broader range of consumers behavior and compare the findings, which would provide valuable information to assist skincare brands' marketers in developing social media marketing strategies and decision-making.

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The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty

Innocentius Bernarto¹, Margaretha Pink Berliant⁰², Yohana F. Cahya Palupi Meilani³, Ronnie Resdianto Masman⁴, and Ian Nurpatria Suryawan⁵
Universitas Pelita Harapan, Indonesia ,
Universitas Tarumanagara ⁴,
STIE Trisakti⁵, Indonesia

Email:

bernart0227@gmail.com

Abstract: The aim of this research is to examine the positive influence of brand awareness, brand image, and brand trust on brand loyalty. The coffee shop business in big cities in Indonesia is growing rapidly. Each coffee shop strives to show its uniqueness. This competition has resulted in them competing to increase competitiveness by using logos, symbols, unique names or what is usually called a brand to become a differentiator among the competitors. This study was done in a quantitative manner. The data was collected by using a questionnaire distributed using a survey method. Using a snowball sampling, a total of 436 samples were used and analyzed statistically using the partial least square — structural equation modeling (PLS-SEM) approach using SmartPLS 3.0 program. The results show that brand awareness and brand trust had a positive effect on brand loyalty. However, the brand image did not have a positive effect on brand loyalty. This study is expected to provide input to the coffee shop management on how to increase their brand loyalty which can be done by increasing their brand awareness, brand image, and brand trust.

Keywords: brand awareness, brand image, brand trust, brand loyalty.

Abstrak: Tujuan dari penelitian ini adalah untuk menguji pengaruh positif kesadaran merek, citra merek, dan kepercayaan merek terhadap loyalitas merek. Bisnis coffee shop di kota-kota besar di Indonesia berkembang pesat. Setiap kedai kopi berusaha menunjukkan keunikannya. Persaingan ini mengakibatkan mereka berlomba-lomba meningkatkan daya saing dengan menggunakan logo, simbol, nama unik - atau yang biasa disebut merek untuk menjadi pembeda antara para pesaing. Penelitian ini dilakukan secara kuantitatif. Data dikumpulkan dengan menggunakan kuesioner yang didistribusikan menggunakan metode survei. Menggunakan snowball sampling, total 436 sampel digunakan dan dianalisis secara statistik menggunakan partial least square-structural equation modeling (PLS-SEM) menggunakan program SmartPLS 3.0. Hasil penelitian menunjukkan bahwa kesadaran merek dan kepercayaan merek memiliki efek positif pada loyalitas merek. Namun, citra merek tidak memiliki efek positif pada loyalitas merek. Penelitian ini diharapkan dapat memberikan masukan kepada manajemen coffee shop tentang bagaimana meningkatkan brand loyalty yang dapat dilakukan dengan meningkatkan brand awareness, brand image, dan brand trust.

Kata Kunci: brand awareness, brand image, brand trust, brand loyalty.

INTRODUCTION

In Indonesia, franchises of coffee shop business have been the current trend. It is also supported by the fact that Indonesia is one of the producers of coffee or tea in the world, which is

also

the main raw material for the coffee shops. Indonesia ranks fourth in coffee producers in the world after Brazil, Vietnam, and Colombia. In addition, as consumers, Indonesia also ranks seventh in the world (Directorate General of Estates, 2015). As a result, the development of the café business in Indonesia is highly promising. In 2016, more than ten thousand cafés were open in Indonesia, and the total revenue increased from USD 3.4 billion to USD 4.16 billion in 2013-2018. This condition is predicted to continue to grow up to 30% ("Potensi bisnis kafe sentuh USD 4,16 miliar", 2016).

In big cities, the development of coffee shop business is also growing rapidly. Several previous studies mention that more and more young people in Indonesia like the trend of visiting coffee shops in their leisure time (Herlyana, 2012; Salendra, 2014). As a result, more entrepreneurs use concepts or ideas to attract customers of various ages and social groups. It is also in line with a statement mentioning that the food business in Indonesia has enormous potential. With an estimated value of IDR 844.35 trillion, all business actors have the same opportunity where most of them (90%) are independent (Bella, 2018).

A coffee shop was originally located in a hotel building or mall. However, it has started to shift a lot more simply. A coffee shop provides coffee and tea drinks and even snacks in a relaxed atmosphere with live music or played online. Coffee shops are designed with distinctive interior design, friendly service, and internet connection (Herlyana, 2012). Changes in the coffee shop from an era to another can be seen from the design of the building, concepts and the menu offered which are now getting more modern and diverse (Salendra, 2014). They are not only a place to enjoy coffee and tea, but they have become a part of the lifestyle of the young consumers in Indonesia. Each coffee shop strives to show its uniqueness. This competition has resulted in them competing to increase competitiveness by using logos, symbols, unique names — or what is usually called a brand to become a differentiator among the competitors. The consumers do not only visit cafés for the food and drink but also to have a different experience. For this reason, the café manager must be able to provide the expected experience by implementing the right marketing strategy for young customers by giving a particular touch of sensation and emotions in relation to the brand they are developing.

According to (Aaker, 2015), a brand refers to an asset that has equity and moves the strategy and business performance. A brand with a high positive brand value will help marketers to market the product because the public has a positive perception of the brand. It implies that when a brand has high brand equity, the consumers' intention to buy will also increase. In addition, a brand is also defined as one of the human intellectual works that have a relationship with the economy and play a very important role. Referring to the definition above, a brand also functions as one of the identifiers for one company with another company (Mardianto, 2011). Further, it is also a means of trade promotion and guarantee of goods and services. Developing a strong brand is one of the most important goals of product and brand management. It is mainly because strong brands generate higher income, both in the short and long term (Kotler and Keller, 2016). Thus, brand image is one thing that must be considered. Without a positive image and strong brands, it is going to be complicated to attract new customers and maintain the regular ones. The consumer's views and thoughts about a product can lead to trust in the brands and simultaneously lead to consumer loyalty (Rizan, 2012).

This study emphasizes more on brand loyalty because it is an essential factor for the success of long-term relationships that are similar to consumer commitment to a café shop brand. The brand loyalty or commitment owned by a consumer is the result of trust as loyalty or commitment can be defined as the desire to maintain or improve relationships with high quality. Therefore,

marketers need to understand the brand concept loyalty (Hawkins, 2013). Further, this study also

describes brand awareness and brand trust. It is because brand trust is very potential in forming high-value relationships with consumers (Morgan and Hunt, 1994). There are many kinds of research on brand loyalty such as the ones by (Mao, 2010); (Ika et al., 2011); (Rizan, 2012); (Awan, 2014); (Al-Msallam, 2015). However, only a few of them discuss the café Industry with young consumer respondents (college students).

THEORITICAL REVIEW

Brand awareness, brand image, brand trust, and brand loyalty. According to (Kardes et al., 2010), there are two types of brand loyalty which consist of attitude and behavior. Attitude reflects the overall feel of customers towards the brand, while the behavior is related to the tendency of customers to repeat purchases. The customers often express brand loyalty to products that can improve or show identity. Brand loyalty can be defined as a measure of closeness that consumers feel about a brand. (Aaker, 2015) defined it as a measure of customer loyalty to a brand where it can identify when a customer about to switch to other brands offered by competitors, including changes in prices or other attributes. (Broadbent et al., 2010) defined the brand loyalty as a statement of commitment in relation to the customer loyalty to a product or service which is going to be consistent and be present in the future so that there will be ongong purchases.

Meanwhile, brand awareness is necessary for developing brand equity (Kotler and Keller, 2016). It refers to the extent to which a consumer can identify a brand. Similarly, (Kotler and Keller, 2016) also argued that brand awareness is related to the strength of brand information that allows marketers to measure consumers' ability to identify brands in vanous conditions. Further, according to (Aaker, 2015), brand awareness is an asset affectmg perceptions, likes, and even consumer behavior. It can bring impacts to purchase decisions about brands which at the end will enhance loyalty (Mathew et al., 2014). Previous studies show that brand awareness had a positive effect on brand image. (Bilgm, 2018); (Permana and Ilham, 2018) confirmed this finding in packaged drinking water product; (Saleem et al., 2015) in the beverage industry; (Schivmski and Dabrowski, 2015) in social media communication; (Su and Chang, 2018) in the fast fashion industry; and Tran, Nguyen, Tran, Tran, and Huynh (2019) in the tounsm industry. Besides, the brand awareness was also found to have a positive effect on brand trust (Ban et al., 2005; Bilgin, 2018; Cassia et al., 2017; Das, 2016; Lee and Jee, 2016; Han et al., 2015). Researches by (Alkhawaldeh et al., 2017); (Alkhawaldeh and Eneizan, 2018); (Bilgin, 2018); (Kim, and Petrick, 2018); (Su and Chang, 2018); (Das, 2016); (Su, 2016); (Tran et al., 2019) also supported that brand awareness had a positive influence on brand loyalty. For this reason, hypotheses that can be formulated are as follows:

H1: The higher the brand awareness, the higher the brand image.

H2: The higher the brand awareness, the higher the brand trust.

H3: The higher the brand awareness, the higher the brand loyalty.

Brand image, brand trust, and brand loyalty. Brand image, according to (Kotler and Keller, 2016), is an assumption about the brand reflected by consumers based on their memories. (Keller, 2013) explained that there are three parts to the measurement of brand image. The first part is the attribute. It is a set of characteristics or various aspects of the brand advertised. It is also divided into two parts, consisting of things that are related and unrelated to the product. The second part is benefits, consisting of functional, symbolic, or experiential aspects. (Aaker, 2007) claimed that functional benefits are the most important benefits of a product. The customers buy a product for its functional benefits. Basically, the functional benefits are a rational reason for customers to buy and consume a product. On the other hand, symbolic benefits are the ones related to prestige (Kotler and Keller, 2009). The customers buy a product not merely looking for its functions, but also for the customers' self-concept. Meanwhile, the experiential benefit is the one that is felt or experienced by the customer when using the product he bought. Finally, the third part is attitude. Attitude is the result of customer evaluation after using a product. The results of the evaluation can be whether or not the customer likes the product (Sangaji and Sopiah, 2013). When the customers do not like or like a product, the feeling will direct the customer behavior to buy or not to buy the product.

When a product has a good image, the customers will increasingly believe that the product is indeed good. This is evident from the results of researches by (Iskandar and Berlianto, 2018), (Chinomona, 2016); (Lee and Jee, 2016); (Liu et al., 2019) which confirmed that brand image could contribute to increasing the customer trust in product brands. Besides, previous researches found that the brand image also had positive effects on brand loyalty (Alkhawaldeh and Eneizan, 2018; Espinosa et al., 2018; Kim et al., 2018; Lee et al., 2017; Lin et al., 2017; Liu et al., 2019; Semadi and Ariyanti, 2018; Tran et al., 2019). Therefore, hypotheses that can be formulated are as follows:

H4: The higher the brand image, the higher the brand trust.

H5: The higher the brand image, the higher the brand loyalty.

Brand trust, and brand loyalty. (Chaudhuri and Holbrook, 2001) defined brand trust as consumers relying on the brand's ability to carry out its functions consistently. Besides, (Ika et al., 2011) defined it as the brand's ability to be trusted or reliable, and it is obtained from the consumers' confidence that the product is capable to meet its promised value. Meanwhile, trust refers to the ability to accept an attribute associated with an object or person (Mahmoudzadeh et al., 2013). It has been seen as a basic and important component or even as a key concept that governs a relationship (Sorayaei and Marjan, 2013). According to (Morgan and Hunt, 1994), trust plays a prerequisite for creating and preserving long-term relationships between companies and customers. (Reichheld and Schefter, 2000) stated that trust is the entrance to get customer loyalty. These statements underline that loyalty can be predicted by trust.

Based on the definitions explained above, it can be concluded that trust is the main and important thing in building a relationship between companies and consumers. With the existence of a consumer trust, the consumers are expected to continue to make repeat purchases. The brand trust has been proved as an antecedent factor of brand loyalty. Previous researches show that brand trust had a positive effect on brand loyalty (Chinomona, 2016; Lee and Jee, 2016; Liu et al.,

2019; Menidjel et al., 2017; Semadi, and Ariyanti, 2018). Therefore, a hypothesis that can be formulated is as follows:

H6: The higher the brand trust, the higher the brand loyalty.

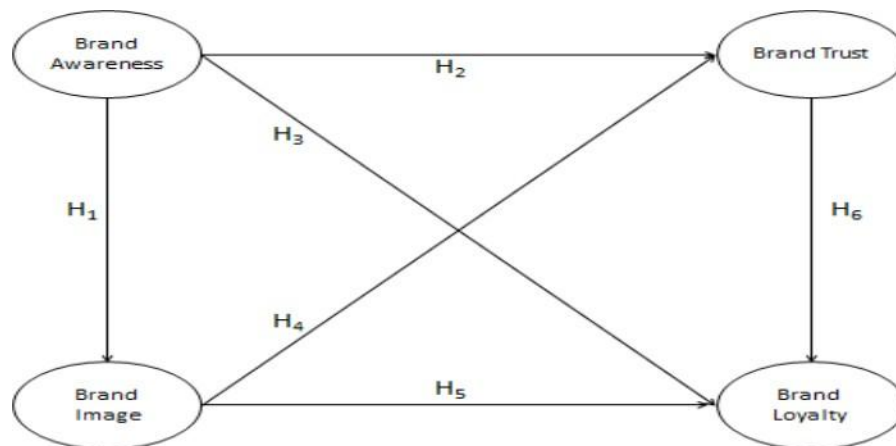


Figure 1. Research Model

METHODS

In this study, the target population was all customers of coffee shops in Indonesia. The sample was obtained using the snowball technique. The data were collected using a questionnaire. There was a total of 436 respondents involved. The questionnaire was distributed in various cities in Indonesia through smartphones. The data was then analyzed using the PLS-SEM approach using the SmartPLS program. Indicators are measured using a 5-Likert scale, where 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = strongly agree. All indicators were adapted from (Algesheimer et al., 2005); (Aydin et al., 2005); (Chaudhuri and Holbrook, 2001); (Fullerton, 2009); (Mudzakkir and Nurfarida, 2015); (Salciuvlene et al., 2009); (Setyawan and Adiwijaya, 2018).

The data analysis consists of outer and inner model analysis. At the outer stage, reliability and validity tests were performed. Reliability testing was done to find out whether the data from the measurement instruments were reliable or not. The data would be considered reliable when the composite reliability value is greater than 0.7 (Hair et al., 2017). Furthermore, the validity testing was done by calculating convergent validity and discriminant analysis. The convergent validity consists of average variance extracted (AVE) and outer loading. The criteria that must be met for the validity test are outer loading values should be > 0.708 , and $AVE > 0.5$. Furthermore, in the discriminant analysis, the AVE square root value must be greater than the correlation value between constructs. The final stage is the inner model. The procedure carried out in this stage was to estimate collinearity, path coefficient, and significance of the relationship between constructs, and the coefficient of determination. The criterion that must be met for the collinearity is that the value of variance inflation factor (VIF) should be < 5 .

RESULTS

Respondent Profile. There was a total of 436 respondents involved in this study. There were 51.5% of male and 48.5% of female customers. Their age ranges, where there are 40.4% of 18 - < 22 years old, 34.7% of 22 - < 41 years old, and the rest 23.4% are 41 - < 61 years old. Furthermore, 72.3%

of them spent under IDR 100,000 per visit, 24.54% of them spent IDR 100,000 - 200,000 and the rest 2.98% spent more than IDR 200,000.

Table 1. Respondent Profile

Gender	Male	51.15 %
	Female	48.85 %
Age	< 18 years old	1.15 %
	18 - < 22 years old	40.37%
	22 - < 41 years old	34.86 %
	41 - < 61 years old	23.17%
	> 61 years old	0.46%
Last visit to the coffee shop	< I month ago	59.63 %
	I month ago	22.94 %
	2 months ago	7.57 %
	3 months ago	2.29 %
	>3 months ago	7.57 %
Average Spending	< IDR 100,000	72.48 %
	IDR 100,000 - 200,000	24.54 %
	> IDR 200,000	2.98 %

Source: Results of data processing.

Measurement Model. In the measurement model stage, the construct validity and reliability were evaluated. The validity evaluation was done by assessing convergent validity (average variance extracted = AVE) and discriminant validity. Then, composite reliability was measured. Further, outer loading was also measured for all items of each construct. The following Table 2 shows the results of the evaluation of reliability, validity, and outer loading. The AVE ranges from 0.723 to 0.854. The composite reliability ranges from 0.887 to 0.953. Meanwhile, the outer loading value is between 0.797 to 0.937. therefore, it could be concluded that all requirements have been met.

Table 2. Reliability and validity evaluation

Construct	Item	Outer Loading
Brand Awareness (AVE 0.854; CR=0.921)		
BA1	This coffee shop has more complete facilities than other coffee shops.	0.910
BA2	This coffee shop is the best compared to other coffee coffees.	0.937
Brand Image (AVE-0.723•, CR=0.887)		
Bli	I feel this coffee shop is very well known to the public.	0.823

B12	I feel this coffee shop has a prestigious image.	0.876
B13	The manager of this coffee shop can be trusted in service	0.851
Brand Trust (AVE=0.834, CR=0.953)		
BT1	I trust the coffee shop brand	0.888
BT2	I feel this coffee shop can be trusted.	0.924
BT3	I feel this coffee shop offers a safe product.	0.930
BT4	I think this coffee shop has given as promised.	0.910
Brand Loyalty (AVE=0.724, CR=0.940)		
BL1	I will state positive things about this coffee shop brand to others.	0.797
BL2	I would recommend this coffee shop to others.	0.868
BL3	I would encourage colleagues to visit this coffee shop.	0.867
BL4	I recommend this coffee shop to people I know.	0.898
BLS	I consider myself loyal to this coffee shop.	0.823
BL6	This coffee shop is a top choice for me among other coffee shops.	0.848

Note: AVE average variance extracted; CR = composite reliability Source: Results of data processing.

Next, the discriminant analysis used criteria by Fornell-Larcker. The requirement that must be met is the AVE square root value must be greater than the correlation coefficient between constructs (Hair et al., 2017). Below, Table 3 shows that all square root values of each construct are greater than the correlation coefficient between constructs. Thus, all requirements have been met.

Table 3. Evaluation of Fornell-Larcker Criteria

	Brand Awareness	Brand Image	Brand Loyalty	Brand Trust
Brand Awareness	0.924			
Brand Image	0.684	0.850		
Brand Loyalty	0.620	0.571	0.851	
Brand Trust	0.576	0.684	0.770	0.913

Source: Results of data processing.

Apart from using the Fornell-Larcker criteria, (Hair et al., 2017) also recommended an evaluation with a Heterotrait-Monotrait (HTMT) ratio. (Hair et al., 2017) explained that the HTMT measurement is better than Fornell-Larcker criteria on the discriminant analysis. The requirement that must be met is that the HTMT value must be less than 0.85. The following Table 4 reveals that no HTMT value is more than 0.85. Therefore, the requirements have been met.

Table 4. Evaluation of Heterotrait-Monotrait (HTMT) Ratio

	Brand Awareness	Brand Image	Brand Loyalty	Brand Trust
Brand Awareness				
Brand Image	0.819			

Brand Loyalty	0.692	0.640		
Brand Trust	0.648	0.770	0.827	

Source: Results of data processing.

Structural Model. The stages of the structural model evaluation consisted of measurement of collinearity issues, hypothesis testing, and coefficient of determination. Table 5 shows the results of collinearity evaluation. The results reveal that the requirement for VIF value to be below 5 can be met. The VIF value for each construct ranges from 1.878 to 2.462. Thus, there is no collinearity in the research model.

Table 5. Evaluation of Multicollinearity

As BT Predictor		As BL Predictor	
Construct		Construct	
	1.878		1.962
	1.878		1.958
			2.462

Note: BI = brand image; BT = brand trust; BL = brand loyalty

Source: Results of data processing.

The next analysis is hypothesis testing. It was done by considering the level of significance (IA 5%) and testing using one-tailed test criteria. When the -value in the hypothesis is smaller than $C = 5\%$, then the hypothesis can be supported empirically. However, if the value of D -value is greater than $Z 5\%$, then the hypothesis is not supported. Table 6 shows that all hypotheses are supported empirically, except the fifth hypothesis which states that brand image has a positive effect on brand loyalty. It is because the value of A-value = 7.7% is greater than 5%.

Table 6. Hypothesis testing

Hypothesis	Standardized Path Coefficient	C] - value	Decision
HI : The higher the brand awareness, the higher the brand image	0.684	0.000	Supported
Hi The higher the brand awareness, the higher the brand trust	0.203	0.002	Supported
H3: The higher the brand awareness, the higher the brand loyalty	0.299	0.000	Supported
HA: The higher the brand image, the higher the brand trust	0.546	0.000	Supported
Hs: The higher the brand image, the higher the brand loyalty	-0.080	0.077	Not Supported
H6: The higher the brand trust, the higher the brand loyalty	0.653	0.000	Supported

Source: Results of data processing.

The last evaluation is the evaluation of the coefficient of determination (R^2). Brand image has a coefficient of determination of 0.467 ($R^2 = 46.7\%$), meaning that brand image can be explained by the brand awareness construct by 46.7%, and the rest 53.3% is explained by other constructs. Furthermore, brand awareness and brand image constructs explain the brand trust construct by 49%, while the rest 51% is explained by other constructs. Finally, the brand loyalty

construct can be explained the construct of brand awareness, brand image, and brand trust by 64.2%, and the rest 35.8% is explained by other constructs. Hair et al. (2017) categorized the value of the coefficient of determination (R^2) for endogenous constructs which ranges from substantial ($R^2 = 0.75$), moderate ($R^2 = 0.50$), to weak ($R^2 = 0.25$) category. Below, Table 7 shows that all endogenous constructs are in the moderate category.

Table 7. Evaluation of R-square (R^2)

Construct		Category
Brand Image	0.467	Moderate
Brand Trust	0.490	Moderate
Brand Loyalty	0.642	Moderate

Source: Results of data processing.

DISCUSSION

The first hypothesis, which states that the higher the brand awareness, the higher the brand image, is supported empirically. This result is consistent with the results of previous studies conducted by (Bilgm, 2018); (Saleem et al., 2015); and (Permana and Ilham, 2018). This revealed that brand awareness was able to improve the coffee shop brand image. Based on the respondents' profile, most of them could be considered as the younger generation of coffee shop lovers because they were at the age group of 18-22 years old, visited the coffee shop in less than 1 month and spent less than IDR 100,000. Thus, to increase the brand awareness, the coffee shops had to pay attention to their desires by providing suitable facilities. The efforts that must be made by the management of the coffee shop to increase their brand image were to complement and maintain the existing facilities such as providing enough sugar, creamer, spoons, tissues, comfortable tables and chairs, WIFI, electric plugs for Smartphone chargers, music and lights. Thus, the customer would be comfortable while they were discussing, reading or just relaxing.

Next, the second hypothesis, which states that the higher the brand awareness, the higher the brand trust, is supported empirically. This result is in accordance With the results of previous studies (Bilgm, 2018; Das, 2016; Han et al., 2015). When the management of the coffee shop seriously maintained their existing facilities, for example providing well-functioned electrical outlet, it was possible that the customers would increase their trust on the coffee shop. They would assume that it was such a safe place to visit. In addition, if the management could also focus on maintaining a better environment for the coffee shop compared to the others, this could also help increasing their trust that the coffee shop committed in only providing the best for their customers. With this consistent performance, the credibility of the coffee shop would be well maintained.

In addition, the third hypothesis, which states that the higher the brand awareness, the higher the brand loyalty, is supported empirically. This result is in line With the studies by (Alkhawaldeh et al., 2017); (Alkhawaldeh and Eneizan, 2018); (Bilgm, 2018); (Das, 2016); (Kim et al., 2018); (Su, 2016); (Su and Chang, 2018); and (Tran et al., 2019). When the customers understood that the coffee shops had quality products and complete facilities, then they would be loyal, recommend, say positive things to others, and make the quality coffee shops to be the first choice among other coffee shops. Managing loyalty through brand awareness was important because the competition among coffee shops also included providing facilities, offering interesting menus and focusing the growth of new coffee shops. Therefore, the management must Innovate to make the coffee shops unique compared to the others. For example, they could provide a large television with channels broadcasting world soccer matches. With such uniquenesses, the customer loyalty would simultaneously increase, especially among the football lovers.

Further, the fourth hypothesis, which states that the higher the brand image, the higher the brand trust, is also supported empirically. This result is in accordance with studies by (Chinomona, 2016); (Lee and Jee, 2016); and (Liu et al., 2019). The brand image could guarantee brand trust. All indicators on the brand image must be well managed to increase the brand trust. For example, the management must strive to make their coffee shop popular. In addition, the coffee shops must also have a good image or continue to increase their brand awareness. They must also pay attention to the services. Besides offering good coffee products, the coffee shop services must also be good and consistent. The employees must be able to provide continuous good service, for example by being polite, friendly, error-free, and fast-response in ordering to maintain the customers' trust. Further, a prestigious, famous, and trusted coffee shop could predict their brand trust. When the brand image was getting weaker, it could have an impact on the decline in customer confidence towards the brand.

Besides, Table 6 reveals that brand awareness and brand image influence brand trust. The hypothesis test results show that the brand image had a greater influence than brand awareness. Therefore, it was important for the coffee shop management to continue to maintain and enhance its brand image through the best services consistently from time to time. Thus, a prestigious title would be attached to the coffee shop and in the end, the coffee shop brand would get a high trust from the customers. Another thing that needed to be improved was to make the name of the coffee shop well-known to the wider community through, for example, an intensive marketing communication.

Furthermore, Table 6 also explains that the higher the brand image, the higher the brand loyalty would be. However, it is not in accordance with the research results by (Alkhaldeh and Eneizan, 2018); (Espinosa et al., 2018); (Kim et al., 2018); (Lee et al., 2017); (Lin et al., 2017); and (Liu et al., 2019); (Semadl and Ariyanti, 2018). An increasing or decreasing brand image had no direct impact on brand loyalty. In fact, brand image was not a predictor of brand loyalty, but brand awareness and brand trust. The last hypothesis testing shows that the higher the brand trust, the higher the brand loyalty would be. This is consistent with (Chinomona, 2016); (Lee and Jee, 2016); (Liu et al., 2019); (Menidjel et al., 2017); (Semadi and Ariyanti, 2018). Table 6. reveals that there are two constructs that directly influence brand loyalty, including brand awareness and brand trust. The result of this study which shows that most of the respondents spent less than IDR 100,000 — had implied that when the brand image increased, the facilities provided would bring an impact on the price of the product which could be higher than the customer's personal budget. However, if the brand image was increased, it was still uncertain that the customers would make a purchase as many made the coffee shops as a meeting point or they were just being invited by friends. Therefore, it would not bring any influence on the brand loyalty. Further, based on the standardized path coefficient, the coefficient of brand trust (0.653) is greater than the brand awareness coefficient (0.299). Thus, it could be concluded that brand trust played a big role in increasing brand loyalty.

In the research model, it could also be concluded that from all hypotheses, only one hypothesis of brand image and brand loyalty which has no positive effect. The research model also shows that when the brand image increases, the brand image, brand trust, and brand loyalty will also increase. Therefore, the coffee shop must prioritize its brand awareness in the coffee shop management operations to maintain the regular customer and even increase their loyalty to the coffee shop brand.

CONCLUSION

Based on the results of data analysis, it can be concluded that the higher the brand awareness, the higher the brand image, brand trust and brand loyalty. This indicates that brand

awareness has an important role to predict brand image, brand trust and brand loyalty. The most important priority of coffee shop management here is how to increase brand awareness of the coffee shop. However, the high brand image does not also affect the high brand loyalty and vice versa. No matter how good or bad the brand image of a coffee shop will not have an impact on increasing or decreasing brand loyalty. Brand image is not a good predictor of brand loyalty.

The next conclusion is the higher the brand image, the higher the brand trust. This means that coffee shop management must have a strong commitment to maintaining a good brand image so that brand trust is also good. Finally, when brand trust increases, brand loyalty also increases. The impact of brand trust can ultimately increase brand loyalty from customers. This brand loyalty is most important for coffee shops because brand loyalty can increase total sales and lead to an Increase in coffee shop profits.

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