The effect of social media marketing (SMM) on brand loyalty with brand trust and brand equity as mediation

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ARTICLE INFO	ABSTRACT
	The purpose of this research to analyze the effect of social media marketing on Brand Loyalty by mediating Brand Equity and Brand Trust. The population in this study were all consumers of brand products and those who followed Rendang Asese's Instagram. The number of samples in this study were 224 respondents. Online surveys were used to collect the study's data, and SmartPLS software's structural equation modeling (SEM) was used to process the data. The results of this study indicate that (1) Social Media Marketing has a positive and significant effect on Brand Loyalty for the Rendang Asese brand on Instagram. (2) Social media marketing has a significant and positive impact on brand trust on the Rendang Asese brand on Instagram. (3) Brand Equity has a significant and positive impact on brand loyalty for the Rendang Asese brand on Instagram. (4) Brand Trust has a positive effect on Brand Loyalty for the Rendang Asese brand on Instagram. (5) Social Media Marketing has a positive and significant effect on Brand Equity for the Rendang Asese brand on Instagram. (6) Brand Trust has a positive effect on the Brand Equity of the Rendang Asese brand on Instagram. (7) Social Media Marketing has a positive effect on Brand Loyalty which is mediated by Brand Trust on the Rendang Asese brand on Instagram. (8) Social Media Marketing has a positive effect on Brand Loyalty which is mediated by Brand Equity on the Rendang Asese brand on Instagram.

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INTRODUCTION

Indonesia is an archipelagic country that has many regions with various cultures, one of which is West Sumatra. West Sumatra is known as an area rich in culture, nature, customs and a variety of traditional foods. One of the famous traditional foods originating from West Sumatra, namely rendang. Rendang is a traditional Minangkabau food, West Sumatra. Usually rendang is served in the context of traditional events such as weddings, 'bazamba meal' and other important events.

At this time, rendang can be found everywhere, even to foreign countries, and with the development of the era, rendang is available in packaged form and can be brought as souvenirs. One of the companies that provide these products is Rendang Asese. The emergence of similar competitors is a form of problem where Rendang Asese has to think of ways to survive, one of the strategies used

is to increase brand loyalty. Brand loyalty is a measure of the relationship between a consumer and a brand.

In increasing brand loyalty, companies can take advantage of the rapid growth of technology which is supported by the development of the internet. Using the internet provides many conveniences for interacting and communicating between people. With the emergence of the internet, business actors take advantage by utilizing social media as a platform to market their products or services. This has made many entrepreneurs carry out their marketing activities through social media, to reach more consumers or what is currently known as Social Media Marketing. Social Media Marketing makes it easy for companies to promote their products, because basically social media is a medium for self-promotion with wide and widespread users (Lim & Yazdanifard, 2014). (Kim & Ko, 2012) identified 5 dimensions of social media marketing activities, namely Interaction, Entertainment, WOM, Customization and Trendiness. Social Media Marketing is also not only used as a media promotion by marketers, but can also be used as a means for interaction between consumers and companies and fellow consumers.

Instagram is one of the Social Media Marketing which is widely used by big companies in the world, including in Indonesia.Marketers in Indonesia use Instagram a lot as a promotional medium by creating image and video content to market their products, so that the messages in these products can be easily understood in order to create and increase consumer involvement in the content (Setiawan, 2017).Brand loyalty can be influenced by brand equity and brand trust as mediating variables whose role is to see the relationship of Social Media Marketing to brand loyalty in Rendang Asese.Social Media Marketing carried out by Rendang Asese is intended to create a continuous relationship of interaction and communication between Rendang Asese and its consumers, and is expected to create and increase consumer involvement and increase brand loyalty from Rendang Asese.

Brand loyalty can be influenced by brand equity and brand trust as mediating variables whose role is to see the relationship of Social Media Marketing to brand loyalty in Rendang Asese. Social media marketing with interesting and unique content can have an impact on the equity level of a brand. Furthermore, the brand trust variable mediates the relationship between social media marketing and brand loyalty. Brand trust is the beliefs and expectations of consumers who they think are able to fulfill the value of a product or service as the right choice so that later they can fulfill their desires and expectations.

Table 1. Rendang Asese Competitor

Akun	Followers	Penjualan produk (shopee)
@rendangunilili	118k	>36.9k terjual
@rendangmaknyus	28.7k	>22.5k terjual
@rendangasese	5.5k	>15.3k terjual

Source: Instagram 2022

Based on the table above, it's like rendang uni lili with its Instagram @rendangunilili, which has 121 thousand followers. And other rendang shops such as rendang mak nyus @rendangmaknyus with 28 thousand followers (Instagram.com, 2022). For now, Rendang Asese still has fewer likes and followers than some of the stores above, this shows that there is still little awareness of the Asese brand on social media to be better recognized as the rendang brand, Rendang Asese still cannot maximize social media in marketing their products. Based on sales of the five best-selling products, Rendang Asese is still low compared to its competitors.

LITERATURE REVIEW

Social media marketing activities

Social media is defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and which enable the creation and exchange of user-generated content." (Kaplan & Haenlein, 2010, p. 61).The indicators contained in the variable Social media Marketing Activities quoted from research (Kim & Ko, 2012) are five indicators that can be put forward by the author:

1. Entertainment
2. Trendiness
3. Interaction
4. Customization
5. Word Of Mouth

Brand Loyalty

According to(Aaker, 1997) Brand Loyalty is a measure of the customer relationship to a brand. This can indicate the possibility of switching or not customers to other brands offered by competitors, especially if the brand is experiencing price changes or other things. Customers who are loyal to a brand will not easily switch to another brand, whatever happens to that brand.Brand loyalty, according to (L. G., and K. L. L. Schiffman, 2009), is also the preference of customers who continuously buy from one brand for particular products with particular service categories. The indicators contained in the Brand Loyalty variable quoted from the study, (Valarie A. Zeithaml, 2013), there are four indicators that can be put forward by the author:

1. Share the positive.
2. Recommendation.
3. Encouraging to make a purchase.
4. Making more purchases in the next few years.

Brand Trust

Consumers are said to trust brands that are regarded as safe and dependable and that operate in their best interests, according to Veloutsou (2015). Trust is the conviction that a brand can live up to consumer expectations or wants, such as making them feel secure when using a product. The parameters used to gauge brand trust in this study apply to periodicals distributed by Chinomona (2016)

1. Trust, when customers are confident that a product will offer the most benefits, brand trust develops.
2. Honest, Customers will believe if they think the information being presented regarding the product is accurate.

Brand Equity

Brand equity, based Kotler, Philip, and Keller (2007), is the added value that may be placed on goods and services. The way a consumer perceives, feels, and behaves in relation to a company's brand, price, market share, and profitability can be used to calculate this value.Brand Equity Indicator,Indicators according to Reham Shawky Ebrahim, (2019):

1. make the offer of this company the first choice.
2. like this company compared to other companies.
3. like the service of this company compared to other companies.

RESEARCH MODELS & HYPOTHESES

H1: Social media marketing activities will have an impact on Brand Trust.

H2: Social media marketing activities will have an impact on Brand Equity.

H3: Social media marketing activities will have an impact on Brand Loyalty

H4: Brand trust will have a positive impact on brand equity

H5: Brand trust will have an impact on Brand Loyalty
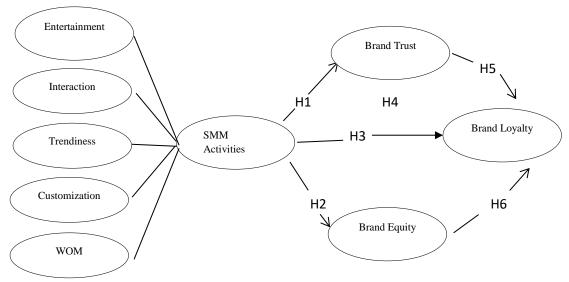
H6: Brand Equity will have an impact on Brand Loyalty

Figure 1. Conceptual Framework

METHOD

Multivariate analysis with structural equation modeling (SEM) will be used in this study. Unobserved variables (unmeasurable variables) can be analyzed using structural equation modeling (SEM) and measurement errors can be calculated. In this study, Partial Ieast Square became the basis for the SEM approach (SEM-PLS). Small sample sizes can be used effectively. SEM-PLS is a causal modeling method that maximizes the predictor's criteria for changes in the Iatent variable. SmartPLS software is used in this study as an analytical tool.

This type of research is quantitative research using purposive sampling technique which is part of non-probability sampling. This study's population consisted of all Rendang Asese Instagram users and followers. The primary data used in the study was acquired by the researchers themselves through the distribution of questionnaires via Google forms. The authors employ PLS for data analysis and are categorized in the measurement model by using the validity test in this study. Convergent validity and discriminant validity are the two methods of validity assessment used by the author. Following validation and reliability checks, the structural model was examined using the R square test, Cronbach's alpha, and composite reliability. There 8 variables in this study, there 5 exogenous variables (X1 = Entertainment, X2 = Trendiness X3 = Interaction X4 = Customization X5 = Word Of Mouth) 2 mediating variables (Z1 = Brand Equity, Z2 = Brand Trust) and 1 endogenous variable namely Brand Loyalty.

Table 2. Variable Table

No.	Variable	Indicator	Scale	Source
1	*Brand Loyalty(Y)*	1.Intend to keep buying the products/services offered by the company. 2.Loyalty to the company. 3.Behavior considering loyalty.	Likert 1-5	Reham Shawky Ebrahim, (2020)
2	*Entertainment(X1)*	1. Spending time when bored. 2. To amuse oneself 3. To fill spare time.	Likert 1-5	Reham Shawky Ebrahim, (2019)
3	*Interaction(X2)*	1. Respond to posts from customers. 2. Provide convenience in interacting with fellow customers. 3. Share opinions with others about the product.	Likert 1-5	Reham Shawky Ebrahim, (2019)
4	*Trendiness(X3)*	1. up to date content. 2. Trending social media.	Likert 1-5	Reham Shawky Ebrahim, (2019)
5	*Customization (X4)*	1. The information needed is on social media. 2. Social media offers a needed service.	Likert 1-5	Reham Shawky Ebrahim, (2019)
6	*Word Of Mouth (WOM) (X5)*	1. Convey information about company services. 2. The desire to upload content from social media.	Likert 1-5	Reham Shawky Ebrahim, (2019)
7	*Brand Trust(Z1)*	1. Honesty. 2. Happiness. 3. Satisfaction. 4. Promise.	Likert 1-5	Reham Shawky Ebrahim, (2019)
8	*Brand Equity(Z2)*	1.Intend to keep buying the products/services offered by the company. 2.Loyalty to the company. 3.Behavior considering loyalty.	Likert 1-5	Reham Shawky Ebrahim, (2019)

RESULTS AND DISCUSSION

The validity and dependability of the instrument are verified measurement in the measurement model test (outer model). The validity test is used to demonstrate how well a measure can define a concept and the validity of an instrument. It measures the quality of the instrument employed and demonstrates how well an instrument can measure what it wishes to measure (Hair et al., 2018). AVE (average variance extracted) value must be larger than 0.5 and the loading factor value received must be greater than 0.7 in order to pass the validity test. Table 1 shows the results for outer loading.

Table 3. Initial Outer Loading

Variable	Brand Equity	Brand Loyalty	Brand Trust	SMM Activities
BE 1	0,855			
BE 2	0,864			
BE 3	0,868			
BL 1		0,874		
BL 2		0,801		
BL 3		0,870		
BT1			0,751	
BT2			0,832	
BT3			0,849	
BT4			0,769	
Customization 1				0,694
Customization 2				0,771
Enterrainment 1				0,589
Entertainment 2				0,653
Entertainment 3				0,605
Interaction 1				0,640
Interaction 2				0,796
Interaction 3				0,788
Trendiness 1				0,699
Trendiness 2				0,751
WOM 1				0,757
WOM 2				0,742

Source: primary data 2022

based on data processing's outcomes in the Customization 1, Entertainment 1 2 3, Interaction 1 and Trendiness 1 indicator tables, the outer loading value is below 0.7, so that the Customization 1, Entertainment 1 2 3, Interaction 1 and Trendiness 1 indicators are excluded from the research and carried out re-estimate.

Table 4. Final Outer Loading

Variable	Brand Equity	Brand Loyalty	Brand Trust	SMM Activities
Brand Equity1	0.886			
Brand Equity2	0.835			
Brand Equity3	0.862			
Brand Loyalty1		0.847		
Brand Loyalty2		0.771		
Brand Loyalty3		0.800		
Brand Trust1			0,896	
Brand Trust2			0.815	
Brand Trust3			0.864	

Brand Trust4	0.785
Customization 2	0.866
Interaction 2	0.763
Interaction 3	0.873
Trendiness 2	0.858
Wom1	0855
Wom2	0.850

Source: Primary Data 2022

According Table 2, when all indicators' outer loading values are above 0.7 points and the final outer loading has been adjusted to remove any indications with values below 0.7, the convergent validity is deemed valid.

Table 5. Average Variance Extracted

	Average Variance Extracted (AVE)
BE	0,743
BL	0,721
BT	0,642
SMM ACTIVITIES	0,636

Source: Primary Data 2022

According to table 3, all of the variables' AVE values are more than 0.5, indicating that the variables' convergent validity is valid.

Table 6. Cross Loading Value

	BE	BL	BT	SMM ACTIVITIES
BE1	0,856	0,653	0,666	0,678
BE2	0,864	0,653	0,700	0,661
BE3	0,867	0,643	0,637	0,699
BL1	0,661	0,874	0,708	0,706
BL2	0,589	0,800	0,620	0,635
BL3	0,665	0,871	0,699	0,686
BT1	0,548	0,615	0,750	0,606
BT2	0,634	0,663	0,833	0,679
BT3	0,680	0,685	0,849	0,668
BT4	0,615	0,588	0,769	0,605
CUST2	0,669	0,570	0,637	0,792
INT2	0,639	0,672	0,649	0,848
INT3	0,674	0,625	0,695	0,833
TREN2	0,593	0,575	0,574	0,752
WOM1	0,595	0,691	0,648	0,774
WOM2	0,598	0,675	0,615	0,782

Source: Primary Data 2022

According to Table 4, there is a stronger link between variables and certain indicators than between variables and other indicators. It was determined that all indicators had discriminant validity.

Table 7. Reliability Test

	Cronbach's Alpha	Composite Reliability
BE	0,827	0,897
BL	0,806	0,885
BT	0,813	0,877
SMM ACTIVITIES	0,885	0,913

Source: Primary Data 2022

Table 5 demonstrates that the variable is reliable or capable of measuring its construct. A variable is considered quite reliable if its Cronbach alpha is more than 0.6 and its composite reliability is more than 0.7.(Sofyani, 2018).

Table 8. R square

	R square
BL (Y)	0,718
BE (Z1)	0,679
BT (Z2)	0,638

Source: Primary Data 2022

According to table 6, the R square value of the Brand Loyalty variable is 0.718. This value states that the Brand Loyalty variable can be explained by the Brand Equity, Brand Trust and SMM Activities variables of 71.8% while the remaining 28.2% is explained by other variables not included in this study. Furthermore, for the Brand Equity variable, it was obtained at 0.679. This value stated that the Brand Equity variable contributed to the SMM Activities variable by 67.9%, while the remaining 32.1% was explained by other variables not included in this study. Lastly is the R Square value of the Brand Trust variable of 0.638, this value states that the Brand Trust Trust variable is explained by the SMM Activities variable by 60.2% and the remaining 39.8% is explained by other variables not present in this study.

Table 9. Path Cofficent

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
BE (Z1) -> BL (Y)	0,190	2,634	0,008	Accepted
BT (Z2) -> BE (Z1)	0,402	5,653	0,000	Accepted
BT (Z2)-> BL (Y)	0,368	4,911	0,000	Accepted
SMM ACTIVITIES (X) -> BE (Z1)	0,467	6,864	0,000	Accepted
SMM ACTIVITIES -> BL (Y)	0,353	4,490	0,000	Accepted
SMM ACTIVITIES -> BT (Z2)	0,799	20,243	0,000	Accepted

Source: Primary Data 2022

Table 9 shows the results of statistical analysis using PLS and concludes that:

1. **Hypothesis 1:** According to table 8, Brand Equity has a t statistics value of 2,634 or more than 1.96, a p value of 0.008 less than 0.05, and an original sample value of 0.190, indicating that the first hypothesis, that Brand Equity has a positive and significant effect on Brand Loyalty, is accepted.
2. **Hypothesis 2:** According to table 8, Brand Trust has a t statistics value of 5.653 or more than 1.96, a p value of 0.00 less than 0.05, and an original sample value of 0.402, indicating that the hypothesis first accepted, namely Brand Trust, has a positive and significant effect on Brand Equity.
3. **Hypothesis 3:** According to table 8, Brand Trust has a t statistics value of 4.911 or more than 1.96, a p value of 0.000 less than 0.05, and an original sample value of 0.368, indicating that the first hypothesis, that Brand Trust has a positive and significant effect on Brand Loyalty, is accepted.

4. **Hypothesis 4:** According to table 8, SMM Activities have a t statistics value of 6.864 or more than 1.96, a p value of 0.00 less than 0.05, and an original sample value of 0.467, indicating that the first hypothesis, that SMM Activities have a positive and significant effect on Brand Equity, is accepted.
5. **Hypothesis 5:** According to table 8, SMM Activities have a t statistics value of 4.490 or more than 1.96, a p value of 0.000 less than 0.05, and an original sample value of 0.353, indicating that the first hypothesis, that SMM Activities have a positive and significant effect on Brand Loyalty, is accepted.
6. **Hypothesis 6:** According to table 8, SMM Activities received a t statistics value of 20.243 or more than 1.96 with a p value of 0.000 less than 0.05 and an original sample value of 0.799, indicating that the first hypothesis is accepted, namely that SMM Activities have a positive and significant effect on Brand Trust.

DISUCUSSION

The Effect of Social Media Marketing Activities on Brand Trust

This research is in line with Bernardo et al. (2020) that social media marketing has a positive effect on brand trust, an increase in social media marketing variables will encourage an increase in brand trust variables. Customer interaction and involvement fosters customer trust in the brand, besides that content from Rendang Asese increases the trust and reliability of the brand from Rendang Asese.

The Effect of Social Media Marketing Activities on Brand Equity

This research is in line with the research studied (Murtiningsih, 2017) concluded the results of his research that social media marketing has a significant effect on increasing brand equity. According to (Sterne, 2010), the use of social media that has long been carried out by Rendang Asese can help companies to see various opinions and analyze shifts in attitudes from customers. This can provide insight to the company to be able to defend itself in the midst of market changes and the company's brand equity.

The Effect of Social Media Marketing Activities on Brand Loyalty

This research is in line with research conducted by (Erdoğmuş & Cicek, 2012) which revealed that brand loyalty is positively influenced by social media marketing activities. Social media is an effective way to acquire and build engagement with potential customers (Halligan & Shan, 2010) and increase interaction between customers and brands (Tatar & Eren-Erdoğmuş, 2016), so that customer loyalty to a brand can be formed. This shows rendang asese always involves and interacts with customers through social media which generates brand loyalty.

The Effect of Brand Trust on Brand Equity

This research is in line with research conducted by (Ebrahim, 2020) that brand trust has a significant effect on brand equity. In relationship marketing, trust is necessary to initiate and maintain a relationship, it develops from previous experience and contributes to building knowledge and brand associations. Thus, it strengthens the company's assets which are represented by brand equity (Delgado-Ballester & Munuera-Alemán, 2005). the trust that rendang asese builds by interacting and being trusted by the community, can directly increase the brand equity of rendang asese itself

The Effect of Brand Trust on Brand Loyalty

This research is in line with previous research conducted by (Chinomona 2016) concluded that brand trust has a significant effect on brand loyalty. According to (Veloutsou 2015) consumers trust brands that are considered safe and trusted, and provide actions in their best interest. With the trust that has been built, Rendang Asese makes customers comfortable and buys products from Rendang Asese and increases brand loyalty.

The Effect of Brand Equity on Brand Loyalty

This research is in line with research conducted by (Abbas M & Naser A, 2015) who found brand equity that was applied was able to have a positive and significant impact on creating customer brand loyalty. According to (Aries S & Eirene K, 2015) the application of brand equity can create a significant positive impact on customer brand loyalty. with good brand equity from rendang asese will automatically increase brand loyalty.

CONCLUSION

1. Based on the results of the hypothesis testing analysis The Effect of Social Media Marketing (SMM) On Brand Loyalty with Brand Trust And Brand Equity As Mediation. (Study on Rendang Asese's Instagram page) the following conclusions can be drawn:
2. Social Media Marketing has a direct, significant, and positive impact on Brand Loyalty on Rendang Asese. This means that Rendang Asese consumers feel that the use of social media can increase their loyalty to the brand.
3. Brand trust is increased by social media marketing. This demonstrates how interactions between companies and customers, as well as exhibition content, can increase customer trust in brands.
4. Social Media Marketing has an effect on Brand Equity. Promotional assistance from digital can build recognition and awareness from the target market of the image that exists in the company.
5. Brand Trust has a positive effect on Brand Equity. With the formation of trust that has been built by Rendang Asese, the image and customer views of the brand are good.
6. Brand Equity has a positive effect on Brand Loyalty. Rendang Asese who has value and a good image from customers has indirectly increased Brand Loyalty from the company.
7. Brand Trust has a positive effect on Brand Loyalty. This shows that the Brand Trust built by Rendang Asese has a higher Brand Loyalty to the company.
8. Social Media Marketing has a positive and significant effect on Brand Loyalty with Brand Equity as mediation. This shows that the Brand Equity acts as a mediation formed by Rendang Asese with the customer loyalty level of Rendang Asese.
9. Social Media Marketing has a positive and significant effect on Brand Loyalty with Brand Trust as mediation. This shows that the Brand Trust acts as a mediation formed by Rendang Asese with the customer loyalty level of Rendang Asese.

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