Examining the impact of social media marketing and brand trust on brand equity: A case study of Propolis Shampoo Products by PT Herba Penawar Alwahida Indonesia (HPAI-HNI) in Padang City

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ARTICLE INFO	ABSTRACT
	The purpose of this research is to analyze the effect of social media marketing and brand trust on brand equity. The population of this study is followers of HPAI-HNI official social media accounts who are domiciled in the city of Padang. This study used a quantitative method and obtained 150 respondents through an online questionnaire with a purposive sampling technique. Data were analyzed using the Regression technique with SPSS 4. The results of this study are; (1) social media marketing has a significant effect on brand equity; (2) brand trust has a significant effect on brand equity.

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INTRODUCTION

Along with the times, competition in the business world is getting tougher. This is inseparable from the development of increasingly sophisticated technology caused by globalization. Of course, this makes changes to the daily lifestyle. The development of this era raises various demands from the market, resulting in the emergence of various new products that have their own uniqueness. The many product differentiations allow consumers to choose products that suit their needs and desires. On the one hand, producers must be competitive in order to attract the attention of consumers. This intense competition makes business people have to innovate continuously. Hapsari said (2019) , Innovations must be in accordance with what consumers expect, so that the products produced have a competitive advantage compared to other products.

According to Abror et al, (2019) , Indonesia is a country with the largest number of Muslims in the world. Then Adriani and Ma'ruf (2020) states that In 2019, the Muslim population in Indonesia is 229 million. Islam is also the fastest growing religion in the world. Research by Euromonitor Research (2015) project that By 2030, Muslims will be at 26% of the total world population. According to Felix and Braunsberger (2016) , Religion is one of the important cultural factors for a person . Furthermore, according to Adriani and Ma'ruf (2020) , The level of religiosity in religion influences a person's social behavior . Meanwhile, according to Amalia (2020) , One of them is consumer behavior in making purchasing decisions for a product or service . This shows that religion in a person's level of religiosity has a big effect on behavior adherents. According to Hassan, Saad, Masron, and Ali (2022) ,Look at the

total Muslim population in Indonesia and realize that Islam is experiencing a very fast growth in the number of adherents . Many companies are trying to fulfill the desires and expectations of Muslim consumers.

Companies that position themselves as producers of Islamic products continue to focus on developing their products according to the Muslim market segmentation. One of these companies is PT Herba Penawar Alwahida Indonesia, also known as HPAI-HNI. Consumer goods products based on the Thibbunnabawi principle, namely grounding, advancing and actualizing the Islamic economy. According to Halal Network International (2020) , HPAI-HNI is known for herbal and health products that are based on Islam. HPAI - HNI tries to create a halal and sharia company image for its consumers. Motto the company is Halal _ is My Way which is the spirit of the company as well as educational value to consumers.

HPAI-HNI distributes its products in various ways including through agents (multi-level marketing), Business Centers (BC), and Agenstock which are widespread in almost all parts of Indonesia and through the hni.id online channel. As a multi-level marketing company, HPAI-HNI divides its members into several categories with different commissions and benefits, depending on the level of membership status they have. has.Toiletries products have their own advantages and have differentiation from similar products made by other brands. HPAI-HNI innovates by presenting toiletries products that are close to herbal ingredients and guaranteed to be halal. HPAI-HNI tries to fill the market niche of the Muslim segmentation which requires products that comply with religious principles.

These competitors do not target the Muslim segment specifically and the competitor's marketing activities are also not close to Islam. HPAI-HNI conducts marketing activities and tries to position an image that is close to the religion of Islam, which is better known and accepted by the people in the city of Padang. But on the contrary, the phenomenon that the authors found was that HPAI-HNI toiletries products were not well known by the people of Padang City. It is suspected that the brand equity of the HPAI-HNI toiletries product is still low compared to its competitors.

According to Aaker in Febriyani (2019) , Brand equity is a set of assets owned by brand customers, distribution channel members, and companies that enable a brand to gain strength, durability, and excellence that can differentiate it from competing brands. Brand equity is the added value that is owned by a brand. This value can be a positive image, customer loyalty, and associations associated with the brand. Brand equity is important because it can help companies increase the selling price of the products or services offered, as well as increase company profits. Brand equity can also assist companies in building a positive brand image in the eyes of customers, as well as increasing customer loyalty to the brand.

According to Bilgin (2018) , Branding is an important matter for companies in today's competitive environment. Through branding, companies are able to differentiate themselves from their competitors. Next according to Kotler and Armstrong (2012), Brand is something that is important for consumers in seeing a product and through branding , a value can be added to the product. Therefore, companies must carry out branding activities in various communication media.

According to Bilgin (2018) and Abraham (2020) , Social media is one of the communication media that is widely used by companies today which is changing the company's approach to carrying out its marketing activities. Research shows that social media marketing activities have an important influence on the branding process. Further according to Bilgin (2022) , Social media marketing is an effective factor for increasing brand equity . This implies that social media marketing is an important tool for companies in the branding process. In addition, an important factor determining the success of a business also lies in trust in a brand.

Trust in a brand or brand trust is important for service providers in the context of business success. According to Kotler and Armstrong in Dionaldo (2021) , Brands trust or trust brand, that is Where consumer trust something product with all the risk because there are high hopes or expectations for the brand will provide positive results to consumers, so that it will generate loyalty and trust in a

brand. Then Belaid and Behi in Dionaldo (2021), Brand trust relates to the credibility of the information provided about the brand , brand performance , and its ability to meet customer needs.

Based on the statement above, this study aims to analyze the effect of social media marketing and brand trust on brand equity in the HPAI-HNI Propolis Shampoo toiletries product. This research is based on previous research, namely Hafez (2021) regarding The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. However, this research has not seen the characteristics of social media because the research does not explain which social media is used.

The novelty of this study is the additional brand trust variable as an independent variable. In addition, this study aims to implicate the managerial strategy for HPAI-HNI in increasing the brand equity of Propolis Shampoo toiletries products in Padang City. Based on the phenomena in the background of the problem above, it is necessary to conduct further research regarding: The Effect of Social Media Marketing and Brand Trust on Brand Equity in Propolis Shampoo Toiletries Products PT Herba Penawar Alwahida Indonesia (HPAI-HNI) in Padang City.

LITERATURE REVIEW
The Effect of *Social Media* Marketing on *Brand Equity*
According to Godey , et al. (2016) , There is the influence of *social media marketing* on the creation of *brand equity* (*brand awareness* and *brand image*) and *consumer response* (*preference, price premium,* and *loyalty*) to luxury brands in four country (China, france , _ India , And Italy). Results from studies This shows that there is a positive-significant effect on *brand equity* with two dimensions, namely *brand image* and *brand awareness* . Furthermore, Godey, et al. (2016) stated that *Brand* presence on *social media* must be through content that is entertaining, up-to-date , and stimulates engagement and interaction with consumers. In addition, *social media marketing* is increasingly considered important for building a positive *brand image in the current era.* Sanny , et al (2020) states that There is influence *social media marketing* on *brand image, brand trust* , and *purchase intention for consumers* of men's skin care products in Indonesia. The sample of this study were 203 men with an age range of 19 to 39 years who had seen advertisements for men's skin care products on *social media* , such as : Instagram, YouTube, Facebook , and Twitter. This research using the PLS-SEM analysis tool found that *social media marketing* has a significant effect on *brand image* and *brand trust* . Then a hypothesis statement can be made as follows:

H₁: *Social Media Marketing* has a significant effect on *the brand equity of HPAI-HNI toiletries* products in Padang City.

The Effect of *Brand Trust* on *Brand Equity*
Hafez (2021) stated that *The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust . Quantitative research on 289 banking customers in Bangladesh through* a structured questionnaire and hypotheses examined using *Structural Equation Modeling* (SEM). *The results of the study stated that SMM (Social Media Marketing)* activities did not have a significant effect on BE *(Brand Equity)* directly. However, *brand trust* was found to have a partial mediating effect on QMS and BE activities. According to Kotler and Armstrong in Dionaldo (2021) , *Brands trust* or trust brand, that is Where consumer trust something product with all the risk because there are high hopes or expectations for the *brand* will provide positive results to consumers, so that it will generate loyalty and trust in a *brand* . Furthermore, according to Belaid and Behi in Dionaldo (2021) , *Brand trust* relates to the credibility of the information provided about *the brand* , *brand performance* , and its ability to meet customer needs. An understanding related to this research is how influential social *media marketing* is on *brand equity in* HPAI-HNI products with *brand trust* as mediation. Then a hypothesis statement can be made as follows:

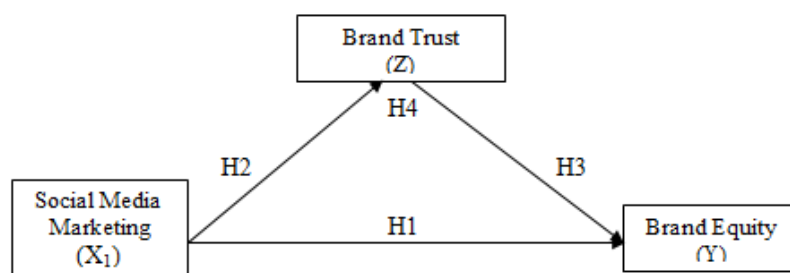**H₂:** Brand *trust* has a significant effect on *the brand equity of HPAI-HNI toiletries* products in Padang City.

Figure 1. Conceptual Framework

METHOD

The population of this research is all followers *of* the official HPAI-HNI *social media accounts* who are Muslim and domiciled in the city of Padang. according to Hair, et al (2010) , The number of samples for SEM (*Structural Equation Model*) based research is 5-10 times the number of existing indicators. There are 23 indicators in this study. Thus, the minimum number of samples in this study was 115 respondents (23 X 5). This study used a *non-probability sampling technique,* especially *purposive sampling.* According to Sugiyono (2015: 125) states that *The non-probability sampling* technique is a technique that does not provide equal opportunities or opportunities for each member of the population to be selected as a sample. According to Stockeme (2019) , and Sugiyono (2015: 126) , *Purposive sampling* is a sampling technique with certain considerations or criteria determined by the researcher to achieve research objectives. The criteria for respondents from this study were: 1) People who live in Padang City, 2) Actively using social media, 3) Following one of the HPAI-HNI social media accounts. Meanwhile, the respondents in this study did not look at the membership status or *members* of the HPAI-HNI. Respondents can come from outside the membership, as long as they follow one of the official *social media accounts* from HPAI-HNI, namely: *Instagram, Twitter, Facebook* and *Youtube.*

RESULTS AND DISCUSSION

Characteristics of respondents

Data was collected through a questionnaire using the Google Form media and distributed to the target respondents. Based on the questionnaire that has been distributed, then collected as many as 150 respondents who are in accordance with the characteristics of the population. The following is a table showing a more complete description of the respondents:

Table 1. Description of Respondendts

Gender	Frequency	Percentage
Woman	99	66%
Man	51	34%
Age		
20 - 30 Years	119	79.3%
31-40 Years	18	12%
>40 Years	13	8.7%
Work		
Student / Student	87	58%
Etc	31	20.3%
Self-employed	17	11.3%
civil servant	15	10%

Level of education		
Bachelor	109	72.7%
SMA/equivalent	30	20%
S2	8	5.3%
S3	2	1.3%
Diploma	1	0.7%
Middle school/equivalent	0	0%
SD/equivalent	0	0%
domicile		
North Padang	70	86.7%
Central City	26	17.3%
East Padang	12	8%
Kuranji	11	7.3%
South Field	10	6.7%
West Padang	7	4.7%
Nanggalo	4	2.7%
Ouch	4	2.7%
Bungus Teluk Sack	3	2%
Begalung Lubuk	3	2%
Lubuk Factory	0	0%
Social Media		
Instagram	113	74.8%
Facebook	43	28.5%
YouTube	14	9.3%
Twitter	13	8.6%

Source: Primary Data Processed, Year 2023.

OuterModel
Validity test

The author conducted a validity test in this study, namely *the convergent validity* and *discriminant validity techniques.* According to Mohd Thas Thaker, et al (2021); Zollo et al., (2020); Abror et al., (2019); Avkiran and Ringle, (2018); Hair et al., (2017); and Tafesse and Wien (2018), *The* first step is to look at the *convergent validity value* with the *outer loadings criteria* > 0.6 and the AVE value > 0.5. If the criteria are not met, indicators with a value below 0.6 must be deleted.
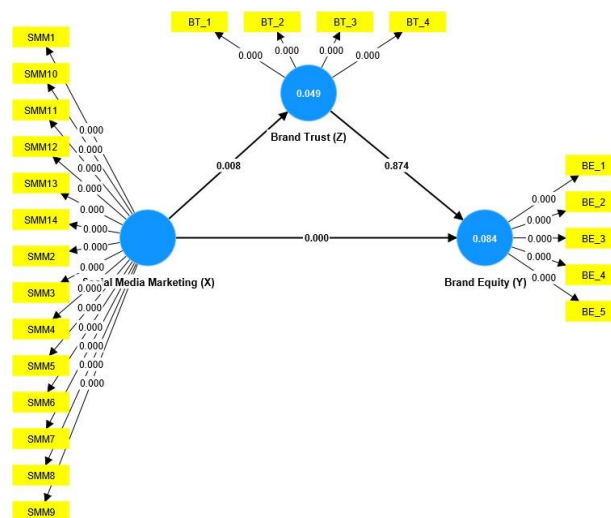

Figure 2. Late Models Construct

Reliability Test

composite reliability (CR) and *Cronbach's alpha* values in the *PLS Algorithm calculation,* where the criterion limit for a construct is said to have good reliability if each value is> 0.6. Table 15 shows that the CR and *Cronbach's alpha values* meet the criteria and can be said reliable as follows:

Table 2. *Cronbach's Alpha* **and** *Composite Reliability Values*

	Cronbach's Alpha	(rho_A)	Composite Reliability	Average Variance Extracted (AVE)
BE	0.811	0.838	0.868	0.571
BT	0.824	0.864	0.879	0.646
SMM	0.926	0.943	0.935	0.507

Source: Primary Data Processed, Year 2023.

InnerModel

Tests on the measurement model test were carried out to see the relationship between constructs, significant values and *R square* of the research model. Mark *R square* can used For evaluate influence independent variable certain to variable independent. Mark estimate *R square* can be seen in the table following:

Table 3. R value

	R-square	R-square adjusted
BE	0.560	0.554

Source: Primary Data Processed, Year 2023.

Hypothesis testing is carried out when all data meets the measurement requirements using the *Regression function* in *SPSS 16.0 software.* According to Hair, *et al* (2014), A hypothesis can be accepted if the significance level is <0.05 or *the t-value* exceeds the critical value. The *statistical* value for the 5% significance level is 1.96.

Table 4. Results of Regression

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)
SMM -> BE	0,087	0,009	0,559	10,022	0,000
BT -> BE	0,155	0,022	0,401	7,195	0,000

Sumber: Data Primer Diolah, Tahun 2023.

Results from *social media marketing relationships* and *Brand Equity* is significant, so H ₁ **accepted.** result of the relationship between *Brand Trust* and *Brand Equity* is significant, so H ₂ **accepted.**

DISCUSSION

Study This test about influence variable *Social Media Marketing* and *Brand Trusts* on *Brand Equity* in *toiletries* products Propolis shampoo HPAI-HNI in Padang City . Based on the results of the analysis carried out in this study, the following can be explained:

The Influence of *Social Media Marketing* **on** *Brands equity*

Social Media Marketing variables have a significant effect on *Brand Equity* for HPAI-HNI toiletries in Padang *City.* This can be proven by the calculation results obtained from the path coefficient value of 0.087 with *the t statistic* of 10.022, where the result of *the t statistic value* is greater thantable values, ie 1.96. This finding is in line with previous studies (BİLGİN, 2018; Godey et al., 2016; Khajeh Nobar et al., 2020; Seo and Park, 2018). This research shows that when HPAI-HNI actively engages in *social media activities marketing,* so consumer more tend capable realize the presence of their toiletry product *brand* . In other words, *social media marketing activities* have an effect on increasing *Brand Equity* for HPAI-HNI

toiletry products in Padang City. This finding is in line with previous studies (BİLGİN, 2018; Godey et al., 2016; Khajeh Nobar et al., 2020; Seo and Park, 2018). This research shows that when HPAI-HNI actively engages in *social media activities marketing,* so consumer more tend capable realize the presence of their toiletry product *brand* . In other words, *social media marketing activities* have an effect on increasing *Brand Equity* for HPAI-HNI toiletry products in Padang City. Thus, according to Keller (2013), Social *media marketing* is one of the appropriate marketing methods used to increase *brand equity* because *social media* plays an important role in *brand communication* due to its massive development. Marketers and practitioners can take advantage of *social media marketing* (such as: Instagram, Youtube, Facebook, and others) by presenting creative and informative content related to product or *brand characteristics* to their target consumers, especially if you want to target young people.

Influence of *Brand Trusts* to *Brands equity*

Based on the research results, *Brand Trust variable* no significant effect on *Brand Equity* on HPAI-HNI *toiletries products in Padang City.* This can be seen from the calculation results obtained from the path coefficient value of 0.155 with *a t statistic value* of 7.195, where the results of *the t statistic value*is larger than the table, which is equal to 1.96. This indicates that *Brand Trust* has an effect on *Brand Equity.* This research shows that when HPAI-HNI actively makes efforts to increase customer trust, so consumer more tend to be able to assess well the existence of HPAI-HNI *toiletries* products in Padang City. This finding is in line with what Hafez (2021) did about *The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust.*

CONCLUSION

Based on the results of the data analysis performed, it can be concluded several things as follows:

1. *Social Media Marketing* has a significant effect on *Brand Equity* in HPAI-HNI Propolis Shampoo *toiletries* products in Padang City . This means that the use of *Social Media Marketing* can increase results consumer assessment of HPAI-HNI *toiletries* products in Padang City ;
2. *Brand Trust* has a significant effect on *Brand Equity* in the HPAI-HNI Propolis Shampoo *toiletries* product in Padang City . This means that efforts to increase customer trust can improve results consumer assessment of HPAI-HNI *toiletries* products in Padang City.

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