BRAND IMAGE AND INDONESIAN ECOMMERCE CONSUMER LOYALTY : HOW THE ROLE OF SOCIAL MEDIA MARKETING?

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Abstract

The purpose of this study is to analyze the effect of social media marketing on brand image, e-commerce customer loyalty in Indonesia. The approach used in this study uses quantitative methods through surveys. This study used a sample of 450 respondents. This study uses an online questionnaire through Google form. The distribution of the questionnaires was carried out by posting on social media groups and direct messages to respondents in accordance with the research requirements. Data analysis of this research, using SEM model using SmartPLS 3.0 software. Based on data analysis, it can be concluded that Social media marketing has a significant effect on e-commerce consumer brand image, Brand image has a significant effect on e-commerce consumer loyalty and Social media marketing has a significant effect on e-commerce consumer loyalty.

Keywords: social media marketing, brand image, customer loyalty, Indonesian e-commerce

Introduction

Internet users are increasing. In 2020 until the second quarter, internet users reached 196.7 million or 73.7 of the population (Jatmiko, 2020). Based on the results of Hootsuite's Wearesocial research, in January 2019 social media users in Indonesia reached 150 million or 56% of the total population. Gadget social media users reach 130 million or about 48% of the population (databoks, 2019). Media is simply defined as a means of communication. According to experts, the well-known phrase "medium is the message" (McLuhan & Fiore, 2001), shows that the medium is a message that can change communication patterns, communication culture to language in human communication. This understanding shows the complex aspects of a media and communication, that media is a communication tool as it is generally defined. Meanwhile, social media trends that are developing and widely used by the public released by Sensor Tower (Moedia, 2020) are TikTok, Facebook, Instagram, Snapchat and Likee. In Indonesia alone, the penetration of social media users continues to increase to 59% of the 272.1 million total Indonesian population (Moedia, 2020). The reality is as predicted by many experts and experts, the dominant social media that are widely used are Facebook, Whatsapp, Instagram, Telegram and various other types of internet-based applications. Social media is able to change people's lifestyles, especially during the current pandemic.

Social media has brought tremendous changes to the practice of corporate communication. Social media marketing allows companies to communicate directly and quickly with their

stakeholders, which marks the transition from traditional one-way corporate communication to a broad dialogue process between companies and their consumers. Companies can use social media to share information, messages, achievements, and so on that are owned by the company. This is important to research considering that nowadays companies cannot escape from the public spotlight and must interact socially with a higher intensity in order to maintain their existence. In other words, social media is used as an important tool for corporate communication strategies. Advances in digital interactive media have brought about new communication structures so it is important for practitioners and academics of corporate communications to understand the changes caused by these developments. The unification of communication and technology offers PR practitioners the opportunity to shape performance in a more strategic direction. Because inappropriate corporate communication can have a negative influence on the perceptions held by consumers in a company. Social media is one of the favorite online activities used by the public almost every day. According to an article written by Davidson in 2015, internet users spend about one hour 40 minutes per day on social sites, compared to one:four time spent reading e-mail which is a common activity when it comes to the internet (Davidson, 2015). A report released by the Global Web Index in 2015 on the latest trends regarding social networking found that every four minutes someone spends on the internet is used to access social networks, along with the increase in internet usage on mobile phones. Facebook itself is a social media that has the highest users and more than 50% of its users always visit this application almost every day. The report also found that most people currently have approximately five social media accounts (Rohampton, 2017), while another report stated that social networking is the activity that consumes the most time of internet users today. According to Gökerik et al. (2018) states that brand image is a consumer's perception and preference for a brand. Brand image contains information and ideas about various product features. Brand image is formed as a result of marketing communication, consumption experience, and social influence. According to Chen et al. (2011); Gokerik et al. (2018) defines brand image as a representation of consumer symbolism towards brand evaluation. Brand

image can help consumers recognize their needs and satisfaction with the brand, as well as differentiate between competitors and motivate customers to buy the brand..

Hypotheses Development

According to Jamali et al. (2018); Nisar et al. (2016) show that social media marketing has a significant influence on brand image. Similar research was conducted by According to Udson et al. (2012); Musa et al. (2016); Nisar et al. (2016) show that brand image is an important factor in a competitive market. With the increase in social media users, this platform can be utilized for effective marketing strategies. Supported by Musa et al. (2016); Nisar et al. (2016) which revealed that marketing activities through social media can improve brand image. Social media marketing can improve image and strengthen word of mouth communication. Based on the exposure of the previous research, the hypotheses to be tested are:

H1: Social media marketing has a significant effect on the brand image of e-commerce consumers

According to Nobar et al. (2020); Pham et al. (2015) revealed that brand image can increase e-commerce consumer loyalty. Companies that have a good reputation will have an impact on increasing brand awareness and customer satisfaction. According to Savitri et al. (2022); Seo et al. (2020) conducted research on the effect of brand image on customer satisfaction which has an impact on customer loyalty. The results of the study reveal that brand image has a significant influence on satisfaction. Based on the exposure of the previous research, the hypotheses to be tested are:

H2: Social Media Marketing has a significant effect on e-commerce consumer loyalty

According to Arghashi et al. (2021); Azizan et al. (2019) conducted a study on the effect of brand image on customer loyalty through customer satisfaction. The results showed that brand image has a positive and significant effect on customer loyalty. A similar study was conducted by Barreda et al. (2020); Bilgin et al. (2018) which reveals that the better the company's strategy in improving brand image, the impact on increasing customer loyalty.

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Based on the exposure of the previous research, the hypotheses to be tested are:

H3: Brand image has a significant effect on e-commerce consumer loyalty

Method

This research method is quantitative through surveys, this research uses a sample of 450 respondents who are determined through simple random sampling. Data analysis uses structural equation modeling with statistical tools smartPLS 3.3.3 software.

Outer model analysis, outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). There are several calculations in this analysis: a. Convergent validity is the value of the loading factor on the latent variable with its indicators. Expected value > 0.7. b. Discriminant validity is the value of the crossloading factor that is useful whether the construct has an adequate discriminant. The trick is to compare the value of the intended construct to be greater than the value of the other constructs. c. Composite reliability is a measurement if the reliability value> 0.7 then the value of the construct has a high reliability value. d. Average Variance Extracted (AVE) is the average variance of at least 0.5. 30 e. Cronbach alpha is a calculation to prove the results of composite reliability where the minimum value is 0.6.

Inner model analysis In this model analysis is to examine the relationship between latent constructs. There are several calculations in this analysis: a. R Square is the coefficient of determination on the endogenous construct. The criteria for limiting the value of R square are in three classifications, namely 0.67 as substantial; 0.33 as moderate and 0.19 as weak". b. Effect size (F square) to determine the goodness of the model. According to Purwanto et al. (2021) the interpretation of the f square value of 0.02 has a small effect; 0.15 has a moderate effect and 0.35 has a large influence on the structural level. c. Prediction relevance (Q square) otherwise known as Stone-Geisser's. This test is carried out to determine the predictive capability of how well the resulting value is. If the value obtained is 0.02 (small), 0.15 (medium) and 0.35 (large).

Can only be done for endogenous constructs with reflective indicators.

Hypothesis testing, hypothesis testing can be seen from the value of t-statistics and probability values. To test the hypothesis by using statistical values, for alpha 5% the t-statistic value used is 1.96. So the criteria for accepting or rejecting the hypothesis are Ha is accepted and H0

The hypotheses in this study are

H1: Social media marketing (SMM) has a significant effect on the brand image (BI)

H2: Social Media Marketing (SMM) has a significant effect on consumer loyalty (CL)

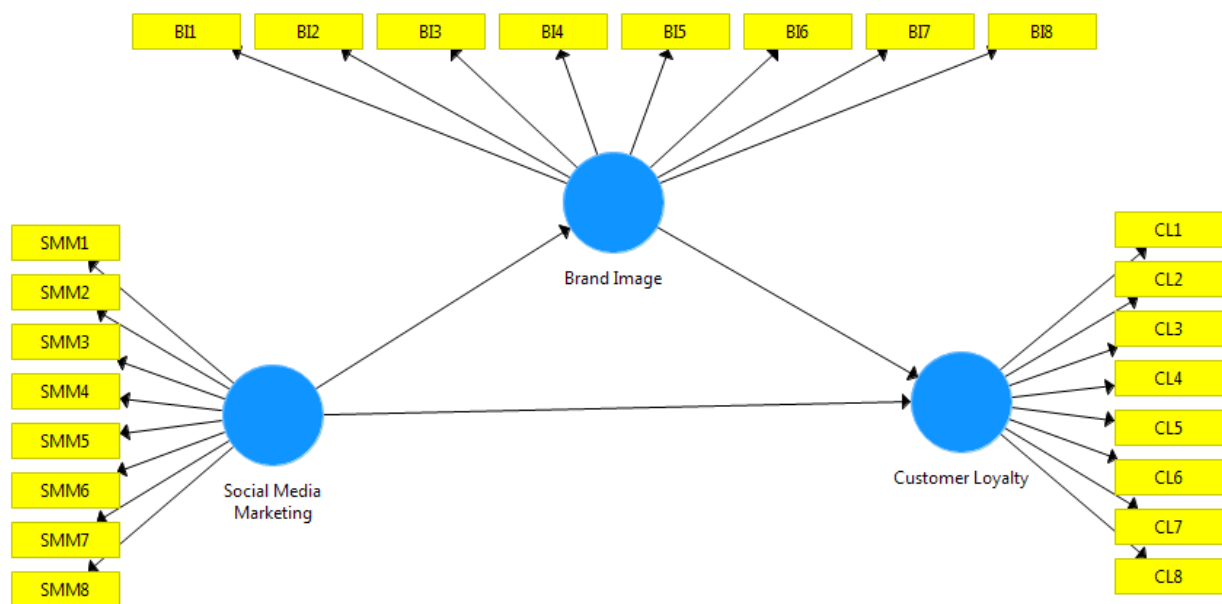H3: Brand image (BI) has a significant effect on e-commerce consumer loyalty (CL)

Figure 1. Research Model

Result and Discussion

Outer model analysis, outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). There are several calculations in this analysis: a. Convergent validity is the value of the loading factor on the latent variable with its indicators. Expected value > 0.7. b. Discriminant validity is the value of the crossloading factor that is useful whether the construct has an adequate discriminant. The trick is to compare the value of the intended construct to be greater than the value of the other constructs.
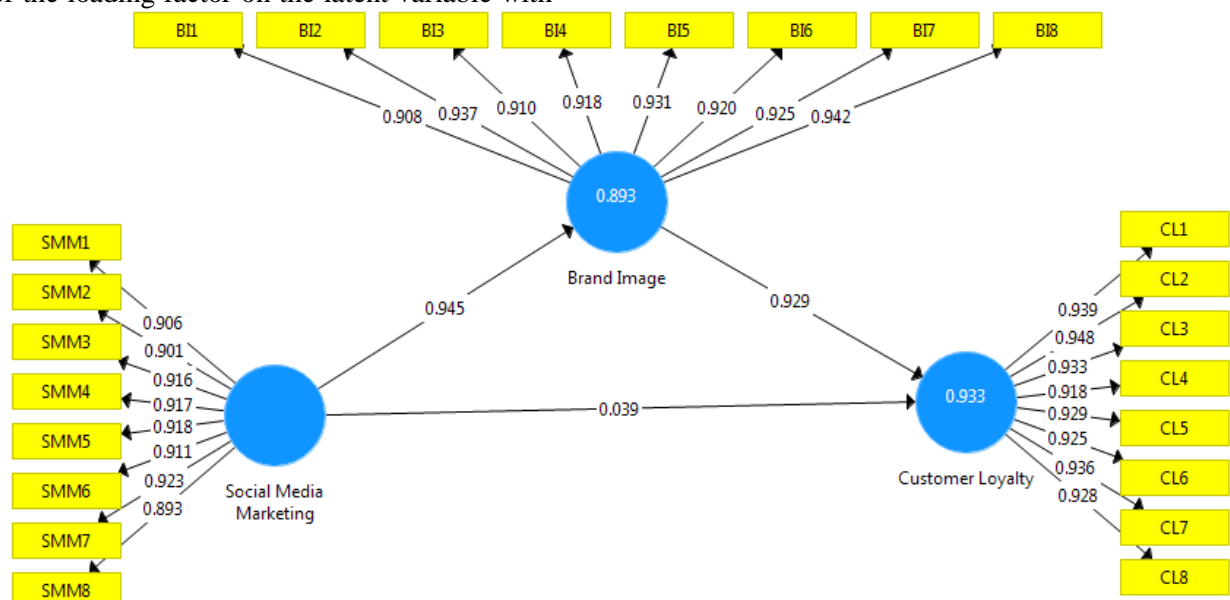

Figure 2. Convergent Testing

Figure 2. shows that the validity value of each indicator is above 0.7, so all research indicators are declared valid. cComposite reliability is a measurement if the reliability value> 0.7 then the value of the construct has a high reliability value. d. Average Variance Extracted (AVE) is

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the average variance of at least 0.5. 30 e. Cronbach alpha is a calculation to prove the

results of composite reliability where the minimum value is 0.6.

Table 1. Average Variance Extracted (AVE)

Variables	Cronbach's Alpha	Composite Reliability	(AVE)
Brand Image	0.712	0.823	0.613
Customer Loyalty	0.721	0.812	0.621
Social Media Marketing	0.708	0.816	0.608

Table 1 shows that all Cronbach alpha and average variance extracted values exceed the minimum limit so that all variables are declared valid
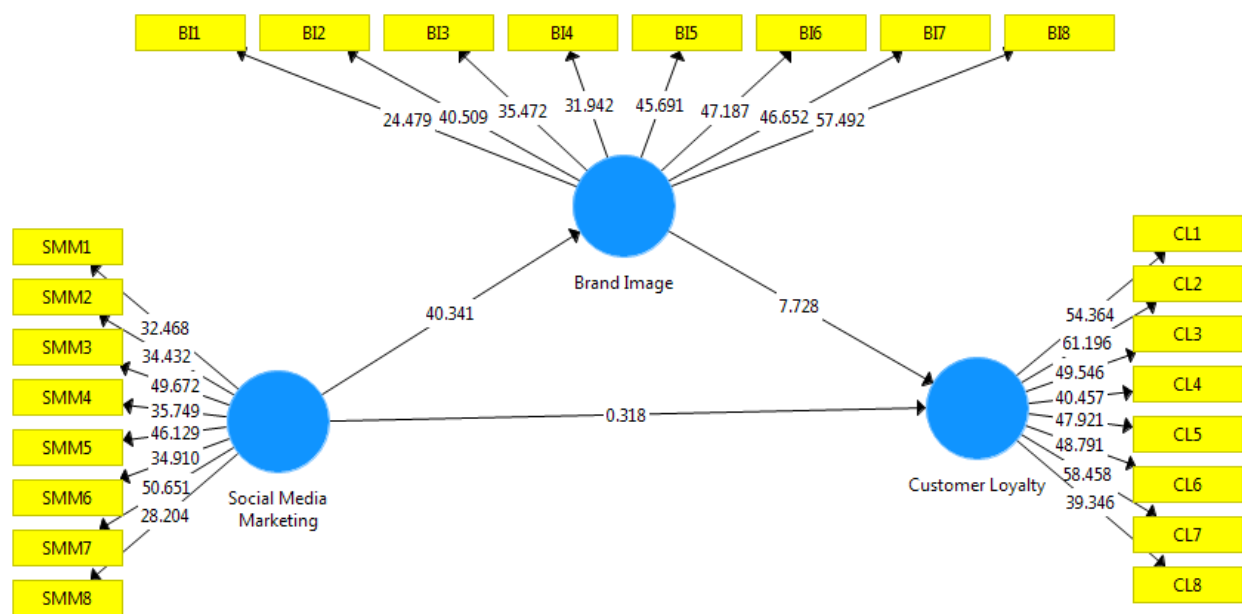
Inner model analysis In this model analysis is to examine the relationship between latent constructs. There are several calculations in this analysis: a. R Square is the coefficient of determination on the endogenous construct. The criteria for limiting the value of R square are in three classifications, namely 0.67 as substantial; 0.33 as moderate and 0.19 as weak". b. Effect size (F square) to determine the goodness of the

model. According to Purwanto et al. (2021) the interpretation of the f square value of 0.02 has a small effect; 0.15 has a moderate effect and 0.35 has a large influence on the structural level. c. Prediction relevance (Q square) otherwise known as Stone-Geisser's. This test is carried out to determine the predictive capability of how well the resulting value is. If the value obtained is 0.02 (small), 0.15 (medium) and 0.35 (large). Can only be done for endogenous constructs with reflective indicators. The inner model test contains an explanation of the R-Square, while the R-square value in this study is as follows:

Table 2. R Square

Dependent variables	R Square	R Square Adjusted
Brand Image	0.893	0.890
Customer Loyalty	0.933	0.908

From the R square table it can be concluded that 89.30% Brand Image is influenced by Social Media Marketing, while the remaining 10.7% is influenced by other variables outside the study. Variable Customer Loyalty Influenced by social media marketing and brand image by 93.3% while the remaining 6.7% is influenced by other factors outside the theme of this study. In addition to reliability in the inner model test, there is also a hypothesis test, while the hypothesis testing in this study is as follows:

Hypothesis testing, hypothesis testing can be seen from the value of t-statistics and probability values. To test the hypothesis by using statistical

values, for alpha 5% the t-statistic value used is 1.96. So the criteria for accepting or rejecting the hypothesis are Ha is accepted and H0

Figure 3. Hypotheses Testing

Correlation	Original Sample (O)	T Statistics	P Values
Social Media Marketing -> Customer Loyalty	0.393	3.812	0.000
Social Media Marketing -> Brand Image	0.945	9.143	0.000
Brand Image -> Customer Loyalty	0.929	3.521	0.001

From the value of the hypothesis testing table, it is known that all hypotheses in the study are accepted because they have a p-value below 0.05

H1: Social media marketing has a significant effect on the brand image of e-commerce consumers

Based on the results of the SEM analysis, it was found that the p value was 0.000 <0.050 so it was concluded that Social media marketing had a positive and significant effect on the brand image of e-commerce consumers.Social media marketing has a significant influence on brand image. This is in accordance with previous studies conducted by According to Arghashi et al. (2021); Azizan et al. (2019);Barreda et al.

(2020); Bilgin et al. (2018) regarding the online shopping industry. Social media marketing has an influence on increasing the brand image of the e-commerce industry. Based on the results of the SEM, respondents felt that the use of one of the features of social media marketing, namely being able to discuss/exchange opinions from Instagram users on the quality of services from e-commerce is the most taken into account in social media marketing. According to Chen et al. (2011); Cheung et al. (2019) says that online discussion/exchange of opinions can reduce product uncertainty so that consumers have more confidence in a product. According to Delima et al. (2019); Gökerik et al. (2018) revealed that consumers feel that the discussion/exchange of opinions conducted by Instagram users can be a comparison against

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product/service advertisements offered by the company.

H2: Social Media Marketing has a significant effect on e-commerce consumer loyalty

Based on the results of the SEM analysis, it was found that the p value was 0.000 <0.050 so it was concluded that social media marketing had a positive and significant effect on consumer loyalty e-commerce.Social media marketing has a significant influence on brand image. This is in accordance with previous studies conducted by According to Arghashi et al. (2021); Azizan et al. (2019);Barreda et al. (2020); Bilgin et al. (2018) regarding the online shopping industry. Social media marketing has an influence on increasing the brand image of the e-commerce industry. Based on the results of the SEM, respondents felt that the use of one of the features of social media marketing, namely being able to discuss/exchange opinions from Instagram users on the quality of services from e-commerce is the most taken into account in social media marketing. According to Chen et al. (2011); Cheung et al. (2019) says that online discussion/exchange of opinions can reduce product uncertainty so that consumers have more confidence in a product. According to Delima et al. (2019); Gökerik et al. (2018) revealed that consumers feel that the discussion/exchange of opinions conducted by Instagram users can be a comparison against product/service advertisements offered by the company.

H3: Brand image has a significant effect on e-commerce consumer loyalty

Based on the results of the SEM analysis, it was found that the p value was 0.001 < 0.050, so it was concluded that brand image had a significant effect on e-commerce consumer loyalty. In this study, brand image had a significant effect on satisfaction. These results are in line with previous research conducted by Jamali et al. (2018); Judson et al.. (2012); Musa et al. (2016); Nisar et al. (2016) which states that brand image can increase consumer satisfaction. The indicator of brand image that contributes the most strongly is that e-commerce sites are the leaders in the online shopping industry. Brand success can generate consumer awareness and

satisfaction. In this case, brand image can be influenced by many factors such as advertising intensity, positive impression, and suitability of the service with the promised advertisement.Brand image has a significant influence on loyalty. These results are in line with previous research conducted by According to Nobar et al. (2020); Pham et al. (2015);Savitri et al. (2022); Seo et al. (2020) which revealed that simultaneously brand image can influence consumer loyalty. This indicates that when an e-commerce company has a good brand image, this may not necessarily increase customer loyalty significantly.

Discussion

From the explanation above, it can be concluded that the rapid development of social media is followed by digital literacy capabilities of the existing community. This has a positive impact on the community itself. Literacy Digital technology by utilizing social media can be beneficial for people's lives such as online business. The trend of using social media during the current pandemic has increased significantly among housewives by using their social media to do business online. Social media provides an opportunity for closer interaction with consumers. Social media offers communication content more individual. Through social media, various marketers can find out the habits of their consumers and carry out a personal interaction and can build a deeper interest.

Based on the results of the analysis, it is proven that social media marketing has a significant effect on customer engagement and also on brand loyalty, for this reason, social media marketing that Tokopedia does on its Instagram account can encourage customer engagement and will also be related to consumer loyalty to the brand. social media marketing has a significant effect on brand loyalty, for that the existence of social media marketing in the company can build brand loyalty. In addition, based on the results of the analysis, it is proven that social media marketing has a significant effect on brand loyalty through social media marketing. The results of the study show that social media marketing plays an important role in building engagement with customers so that it will have an impact on loyalty to the company. Judging from the existence of social media

marketing has a significant influence on consumer loyalty, therefore to increase customer loyalty to the brand can be done by increasing the performance of social media marketing. More and more companies are turning to using social media as part of their marketing practices. Social media marketing is a medium to monitor and facilitate consumers to interact and participate in a positive engagement with the company and its brand. Social media marketing carries out general marketing activities that can display interesting content so that it can attract the attention of the audience and trigger them to spread the content which will help the company in expanding its reach.

The results of this study are expected to help further researchers to be used as a reference in their research. It is hoped that further researchers can conduct further research to find out the effect of Social Media Marketing on other dependent variables. Considering that the independent variables in this study are very important in influencing purchasing decisions, especially in the scope of students whose current social activities require the use of social media. It is hoped that the results of this study can be used as a reference for further researchers to develop this research by considering other variables which are variables outside the variables that have been studied in this study. To have a good image, a product must be easily recognizable, have a good reputation, and be easy to remember. When consumers actively think about and decipher the meaning of information on a product or service, a stronger association will be created in consumer memory. Marketing through active and aggressive social media can contribute to the creation of brand value which states that social media marketing activities have a significant effect on consumer brand awareness, brand image and brand loyalty. Social media marketing has an influence on brand image. Several other studies also show that social media marketing has an influence on brand image.

Theoretical and Practical implications

This study results that Social media marketing has a significant effect on e-commerce consumer brand image and this result supports or strengthens the results of previous research by Adam et al. (2020); Alamsyah et al. (2021);

Bilgin (2018). Brand image has a significant effect on e-commerce consumer loyalty. These results support or strengthen the results of previous research by Siregar et al. (2021); Sugianto et al. (2021); Tammubua et al. (2021); Merisavo et al. (2006); Haudi et al.(2021); Wijaya et al.(2021); Suharto et al.(2022); Purwanto et al.(2022). Social media marketing has a significant effect on e-commerce consumer loyalty. These results support or strengthen the results of previous research by Cuesta-Valiño et al. (2021); Chen et al..(2007); Da Silva et al. (2008); Rahi et al. (2017); Rudzewicz et al. (2021); Sasmita et al. (2015(. Social media marketing has a significant effect on e-commerce consumer brand image, to improve the brand image of e-commerce companies, management must use social media marketing to support sales. Brand image has a significant effect on e-commerce consumer loyalty, so to increase consumer loyalty of e-commerce companies, management must create a brand image to support customer loyalty. Social media marketing has a significant effect on e-commerce consumer loyalty, to increase consumer loyalty of e-commerce companies, management must use social media marketing to support sales.

Conclusion

Based on data analysis, it can be concluded that Social media marketing has a significant effect on e-commerce consumer brand image, Brand image has a significant effect on e-commerce consumer loyalty and Social media marketing has a significant effect on e-commerce consumer loyalty. This study has suggestions for theoretical implications that are empirically tested, namely the influence of social media marketing, brand image, on consumer loyalty e-commerce. Social media has undergone a transformation in industry 4.0 which can contribute more to digital public relations as a tool for Social Listening, Digital Story Telling, Social Purpose. The increasingly competitive use of word of mouth, electronic word of mouth makes a brand increasingly known by the use of campaign strategies on social media to cause interaction between fellow social media users, industry 4.0 has an important role in the development of social media to improve the image and reputation of companies in Indonesia

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