



THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY BY BUILDING BRAND AWARENESS AND BRAND IMAGE (STUDY ON AZWA PERFUME CUSTOMERS IN PADANG, INDONESIA)

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Abstract

This study aims to examine and analyze the effects of social media marketing on brand awareness, brand image and brand loyalty. The survey was conducted to 150 customers of AZWA Perfume in West Sumatra, Indonesia. Research instrument for this study were adapted from various extant literature. Data of this research were analyzed by applying structural equation modelling with SmartPLS 3.0. The results showed that Social media marketing had a significant effect on brand awareness and brand image. Then this study also found that brand awareness and brand image had a significant effect on brand loyalty.

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

I. INTRODUCTION

Business developments that to be active from day to day requires the companies to act quickly in determining strategies that will to face the concise competition, so they can continue to compete and filling consumer wants and needs. At this time to be able to win the hearts of consumers the company must be able to create a good first impression of the brand offered to consumers, because the strength of the brand is able to describe the product or service to be offered, the better their strength brand in the minds of the community, the better perception will be appear in the society and also to the product offered. Indonesia is a country that has a large and growing market. This condition indicates that Indonesia has a great opportunity in the perfume industry. In the middle of 2019 AZWA Perfume began to consistently build social media as a marketing tool. From mid-2019 to September 2019 it has a significant reduction, it can be seen in Table 1.1. The big impact of social media marketing can be felt in November 2019 where the number of visits site increased to 37.54%, although the number of visitors decreased from June 2019 where marketing has not been focused on social media.

Table 1.1 Number of AZWA Perfume Customer Transactions June – May

Bulan	KUNJUNGAN PELANGGAN							Perkembangan (%)
	OFFLINE			Sosial Media				
	BARU	NON MEMBER	MEMBER	BARU	NON MEMBER	MEMBER	TOTAL	
juni 2019	96	268	285	0	0	0	649	0
juli 2019	57	287	230	0	0	0	574	-11,56
agustus 2019	61	143	246	0	0	0	450	-21,60
Sep-19	77	59	165	0	0	0	301	-33,11
oktober 2019								
Nov-19	72	137	205	0	0	0	414	37,54
desember 2019	126	132	267	0	0	0	525	26,81
januari 2020	54	105	216	49	39	22	485	-7,62
februari 2020	39	91	213	31	34	24	432	-10,93
maret 2020	46	83	166	100	41	29	465	7,67
Apr-20	13	40	108	44	21	3	229	-50,77
mei 2020	61	89	223	134	165	100	772	237,12



Based on the table above, it can be seen that when marketing activities are shifted to social media, the number of customer transactions fluctuates from month to month, in May 2020, social media brought more transactions than direct transactions to outlets, and this indicates that AZWA Perfume customers are loyal to the AZWA brand. Perfume. Social media is the most significant thrusters of brand loyalty followed by relevance, content popularity, and appearing on various platforms in the provision of applications.(Erdoğan & Çiçek, 2012). Marketers have used a variety of ways to maintain their customers' brand loyalty, including brand elements, classic marketing mix variables, and new marketing methods, such as events sponsorship, one-to-one marketing activities, internet marketing and social media marketing, because of social media marketing strategies. success is now considered a powerful element in building strong, profitable brand knowledge in the minds of consumers(Godey et al., 2016; Kotler, 2016). Social media can also provide a significant advantage in creating brand awareness(Özgül & Akbar, 2018). The effect that social media marketing activities have on customers mostly appears in brand awareness, social media marketing activities are a significant awareness tool in terms of alerting consumers and staying in their minds.(Bilgin, 2018). Consumers tend to buy products from familiar brands based on convenience and safety so that higher brand awareness leads to higher brand loyalty(Jing et al., 2014; Pratama & Suprpto, 2017). Consumers who have a positive image of a brand are more likely to make repeat purchases, when the brand image gets higher, it will have an impact on increasing brand loyalty.(Jing et al., 2014; Pratama & Suprpto, 2017). A successful social media marketing strategy is now considered a powerful element in building strong and profitable brand knowledge and image in the minds of consumers (Cheung et al., 2019; Godey et al., 2016; Kotler, 2016). Social media can provide a significant advantage in creating brand awareness (Özgül& Akbar, 2018). The effect that social media marketing activities have on customers mostly appears in brand awareness, social media marketing activities are a significant awareness tool in terms of reminding consumers and staying in the minds of consumers (Bilgin, 2018).

II. THEORITICAL REVIEW AND RESEARCH HYPOTHESIS

2.1 Definition of Social Media.

An important component of digital marketing is social media. Social media is a means for consumers to share text, image, audio and video information with each other and with companies, and vice versa (Kotler, 2016). Social media provides marketers with tremendous opportunities for social media to provide marketers with tremendous opportunities to reach consumers in their social communities and build more personal relationships with consumers, social media has changed the way brand content is created, distributed and consumed, transferring the power to shape brand images from marketers to consumer online connections and content (Godey, et all, 2016). Social media is an online application, platform and media which aims to facilitate interaction, collaboration and sharing of content (Kim & Ko, 2012). Social media marketing is a medium that can be used to build and maintain brand loyalty (Murtiningsih& Murad, 2016). Despite these efforts, findings that focus on understanding the effects of various social media constructs on brand awareness and image of high- and low-engagement products are limited. This lack of scientific understanding is important, because a successful social media marketing strategy is now considered a powerful element in building strong and profitable brand knowledge in the minds of consumers (Keller, 2013; Godey et al., 2016). The four types of social media are weblogs, micro-blog social networks, photo and video sharing sites. Furthermore, the advantages of using social media are not limited to time, place, media and costs (Kim & Ko, 2012). Findings focused on understanding the effects of various social media constructs on



brand awareness and product image with high and low engagement are still limited. This lack of scientific understanding is important, because a successful social media marketing strategy is now considered a powerful element in building strong and profitable brand knowledge in the minds of consumers (Keller, 2013; Godey et al., 2016). The four types of social media are weblogs, micro-blog social networks, photo and video sharing sites. Furthermore, the advantages of using social media are not limited to time, place, media and costs (Kim & Ko, 2012). Findings focused on understanding the effects of various social media constructs on brand awareness and high- and low- engagement product image are limited. This lack of scientific understanding is important, because a successful social media marketing strategy is now considered a powerful element in building strong and profitable brand knowledge in the minds of consumers (Keller, 2013; Godey et al., 2016). The four types of social media are weblogs, micro-blog social networks, photo and video sharing sites. Furthermore, the advantages of using social media are not limited to time, place, media and costs (Kim & Ko, 2012). because a successful social media marketing strategy is now considered a powerful element in building strong and profitable brand knowledge in the minds of consumers (Keller, 2013; Godey et al., 2016). The four types of social media are weblogs, micro- blog social networks, photo and video sharing sites. Furthermore, the advantages of using social media are not limited to time, place, media and costs (Kim & Ko, 2012). because a successful social media marketing strategy is now considered a powerful element in building strong and profitable brand knowledge in the minds of consumers (Keller, 2013; Godey et al., 2016). The four types of social media are weblogs, micro-blog social networks, photo and video sharing sites. Furthermore, the benefits of using social media are not limited to time, place, media and costs (Kim & Ko, 2012).

2.2 Social Media Marketing and Brand Awareness

Brand awareness is the ability of potential buyers to remember or understand brands in certain product categories (Kotler, 2016). Brand awareness is an important and sometimes undervalued component of brand equity. Consciousness can influence perceptions and attitudes. In some contexts, it can be a driver of brand choice and even loyalty (Aaker, 2013). Brand awareness reflects brand salience in the minds of customers. Brand awareness is a very durable and sustainable asset. A product that has been chosen by consumers so that the consumer has a dominant awareness of the product is very difficult to replace with other products (Aaker, 2013). Social media can provide a significant advantage in creating brand awareness (Özgül& Akbar, 2018). Based on discussion above, it can be proposed hypothesis as follow:

H1: Social media marketing has a positive and significant effect on brand awareness

2.3 Social Media Marketing and Brand Image

Brand image is a guide used by consumers to evaluate products when they do not have sufficient knowledge about a product. There is a tendency that consumers will choose products that are well known both through experience using the product and based on information obtained from various sources. Brand image is the consumer's assessment of the brand in a market. This creation can be created based on personal experience or hearing its reputation from other people or the media (Aaker & Biel, 2009). While Tjiptono (2008) explaining what is meant by brand image is a description of the association and consumer confidence in a particular brand. A brand image is a set of associations about a brand that is stored in the mind or memory of consumers (Schiffman, 2007) According to brand image, consumer's perception of a brand is a reflection of the associations that exist in the minds of consumers (Kotler, 2016). Brand image is an association that appears in the minds of consumers when they remember a particular brand. This association can simply

appear in the form of thoughts and images associated with a brand. A successful social media marketing strategy is now considered a strong element in building brand knowledge and a strong and profitable image in the minds of consumers (Cheung et al., 2019; Godey et al., 2016; Kotler, 2016). Based on discussion above, it can be proposed hypothesis as follow:

H2: Social media marketing has a positive and significant effect on brand image

2.4 Brand Awareness, Brand Image and Brand Loyalty

Building and maintaining brand loyalty is one of the main themes of research to marketers for a long time(Chaudhuri & Holbrook, 2001). Brand loyalty can be conceptualized as the final dimension of consumer brand resonance that symbolizes the brand (Kotler, 2016). In contras, brand loyalty brings sales revenue, market share, profitability to companies, and helps them grow or at least defend themselves in the market.(Aaker, 2013;Kotler, 2016).

Brand loyalty is a form of measuring customer relationship with a brand. This measure is able to provide an overview of the possibility of a consumer to make a switch from one brand to another brand offered by competitors, especially in brands commonly used that experience changes either in price or in attributes, while consumers who are very loyal to a brand will not move with easy to buy to other brands(Aaker, 2013). Social media is the most significant driver of brand loyalty followed by relevance, content popularity, and appearing on various platforms within application provisioning (Erdoğan&Çiçek, 2012). Consumers tend to buy products from well-known brands based on convenience and safety so that higher brand awareness leads to higher brand loyalty (Jing et al., 2014; Pratama&Suprpto, 2017). Consumers who have a positive image of a brand are more likely to make repeat purchases, when the brand image is higher, it will have an impact on increasing brand loyalty (Jing et al., 2014; Pratama&Suprpto, 2017).

H3 : Brand awareness has a positive and significant effect on brand loyalty
H4 : Brand image has a positive and significant effect on brand loyalty

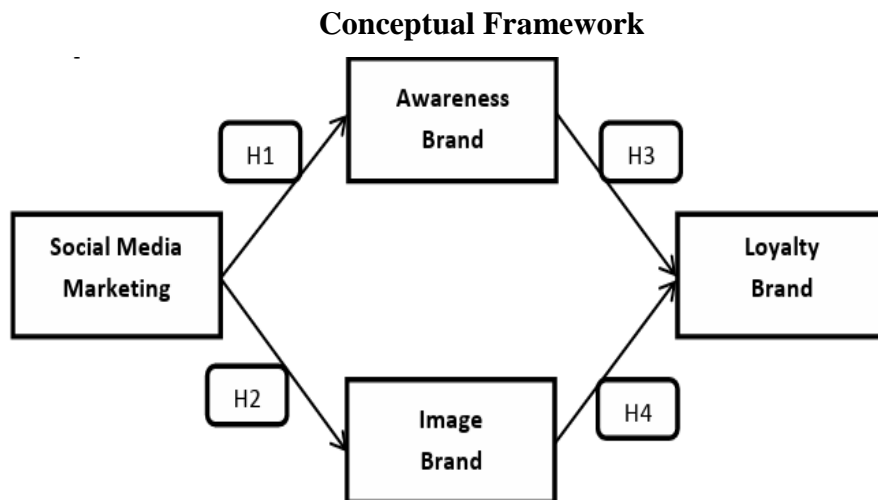


Figure 1.1 Framework
Source: Developed in accordance with research, 2020

III. Research Methods

The survey was conducted to 150 customers of AZWA Perfume in Padang, West Sumatra, Indonesia. Purposive sampling technique was applied in this study, in which the respondent

must have ever bought AZWA Perfume at least one time. In this study, the measurement of variables brand loyalty, brand awareness and brand image were adapted from Sasmita & Norazah, (2015), while the measurement of social media marketing variables was adapted from Cheung et al., (2019), Godey et al., (2016) and Kim & Ko, (2012). The data of this study were analyzed by using Structural Equation Modelling with SmartPLS 3.0.

IV. Research Results And Discussion

4.1 RESEARCH RESULTS

4.1.1 Convergent Validity.

The validity test or convergent validity by looking at the relationship or correlation between the item score and the construct score will produce the loading factor value. A statement item or indicator is declared valid or highly correlated can be seen from the loading factor which must be greater than 0.7, while for research in the early stages of developing a loading factor value of 0.5 to 0.6 is considered sufficient, researchers should not delete the indicators that have the loading score, as long as AVE score and the indicator communally is > 0.5 (Ghozali & Latan, 2012), from the test results all statement items are declared reliable. Meanwhile, when viewed from the average variance extracted (AVE) value for each variable is greater than 0.5 where each variable has met the minimum limit required.

Table 1.2 Outer Loading

Item	Outer Loading	Item	Outer Loading	Item	Outer Loading
BI1	0.806	BA2	0.889	SM10	0.841
BI2	0.885	BA3	0.892	SM11	0.729
BI3	0.821	BA4	0.858	SM2	0.842
BI4	0.847	BA5	0.828	SM3	0.811
BI5	0.815	BL1	0.846	SM4	0.785
BI6	0.828	BL2	0.872	SM5	0.870
BI7	0.854	BL3	0.832	SM6	0.827
BI8	0.757	BL4	0.862	SM7	0.853
BI9	0.768	BL5	0.847	SM8	0.855
BA1	0.824	SM1	0.811	SM9	0.860

Source: Primary Data Processing Results, 2020

Note: BI=brand image; BA=brand awareness; SM=social media marketing; BL=brand loyalty.

4.1.2 Discriminant validity

Test the validity of discriminant validity it will happen if the two instruments used to measure the construct are uncorrelated and produce a score that is not correlated. Discriminant validity of the measurement model with reflexive indicators is seen based on the cross loading value of the measurement with the construct. According to (Ghozali & Latan, 2012) The method of assessing discriminant validity is to test the validity of discriminant with Fornier Lorckers' criterion. After testing, it was found that the comparative value of the AVE root value showed that each of these values was greater than the correlation between other variables. So it can be concluded that all latent variables have good discriminant validity and convergent validity.

4.1.3 Reliability

Reliability test is used to measure a variable construct with a reflection indicator by looking

at the value of Composite reliability and Cronbach 'alpha. A construct that is declared reliable must have a value of composite reliability and Cronbach 'alpha that are equal or greater than 0.7 (Ghozali & Latan, 2012). In this study, the score of composite reliability for all constructs are more than 0.7, so all variables were declared reliable.

4.1.4 Coefficient of Determinant (R-Square/R²)

The value of R-Square illustrates that the brand loyalty variable can be explained by brand awareness and brand image as much as 0.809 or (80.9%). Brand awareness can be explained by social media marketing as much as 0.609 or (60.9%) while the brand image can be explained by social media marketing of 0.649 or (64.9%).

4.1.5 Hypothesis testing

To see the significance link among variable of social media marketing, brand awareness and brand image and brand loyalty, we can look at the value of the regression coefficient of variable, the significance value of t-statistic and P-value. The level of significance in hypothesis testing is addressed by the path coefficient value or inner model. The results of the path coefficient or inner model can be seen in Table 4:11 below:

Table 1.3 Path Coefficients

Relationship	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
SM ->BA	0.782	0.779	0.069	11,325	0,000
SM ->BI	0.807	0.804	0.054	14,823	0,000
BA ->BL	0.420	0.435	0.077	5,445	0,000
BI ->BL	0.526	0.523	0.084	6,250	0,000

Source: Primary Data Processing Results, 2020

Note: BI=brand image; BA=brand awareness; SM=social media marketing; BL=brand loyalty.

Table 1.3 show that the regression coefficient of the relationship between Social media marketing and brand awareness is 0.782, with the value of T-statistic is 11.325 (greater than t-table, 1.98) and a p-value of 0.000 (less than 0.05). This means that social media marketing has a positive and significant effect on brand awareness, then hypothesis 1 (H1) in this study is accepted.

Table 1.3 show that the regression coefficient of the relationship between Social media marketing and brand image is 0.807, with the value of T-statistic is 14.823 (greater than t-table, 1.98) and a p-value of 0.000 (less than 0.05). This means that social media marketing has a positive and significant effect on brand image, then hypothesis 2 (H2) in this study is supported.

Table 1.3 show that the regression coefficient of the relationship between brand awareness and brand loyalty is 0.420, with the value of T-statistic is 5.445 (greater than t-table, 1.98) and a p-value of 0.000 (less than 0.05). This means that brand awareness has positive significant effect on brand loyalty, then hypothesis 3 (H3) in this study is supported.

Table 1.3 show that the regression coefficient of the relationship between brand image and brand loyalty is 0.526, with the value of T-statistic is 6.250 (greater than t-table, 1.98) and a p-value of 0.000 (less than 0.05). This means that brand image has positive significant effect on brand loyalty, then hypothesis 4 (H4) in this study is supported.



4.2 RESEARCH DISCUSSION

4.2.1 The Effect of Social Media Marketing on Brand Awareness.

Social media marketing has a significant effect on brand awareness. The research results found are in line with the research conducted by Godey et al. (2016) which explains that social media has a significant positive effect on brand equity and on the two main dimensions of brand equity (brand awareness and brand image). Likewise with research conducted by (Bilgin, 2018) found that social media marketing has a significant effect on consumer brand awareness, brand image. The positive influence proves that social media marketing is one of the factors that raises customer awareness of the brand, so that if AZWA Perfume is able to increase the effectiveness of social media marketing it will increase customer awareness of the AZWA Perfume brand. AZWA Perfume needs to stimulate more customers to upload content from AZWA Perfume social media on their blog or micro blog and create conversations or exchange of opinions between customers through AZWA Perfume social media in order to increase knowledge and make customers aware of the characteristics of AZWA Perfume products / brands that appear.

4.2.2 The Influence of Social Media Marketing on Brand Image

Social media marketing has a significant effect on brand image. The research results found are in line with the research conducted by Godey et al. (2016) who found that social media has a significant positive effect on brand equity and on the two main dimensions of brand equity (brand awareness and brand image). Social media marketing activities are a significant awareness tool in terms of alerting consumers and keeping them in mind (Bilgin, 2018). Social media marketing has a positive influence on brand image meaning that social media marketing can form a good brand image in the eyes of AZWA Perfume customers, thus AZWA Perfume needs to pay attention to the social media marketing strategies that are carried out so that a good brand image can be maintained because social media marketing is one of the factors that form a brand image. In order to enhance the brand image, AZWA Perfume needs to have an extensive chain of stores and creating good quality products at affordable prices, with the increasing number of chain stores owned and the more affordable prices of products owned by AZWA Perfume will improve the brand image of AZWA Perfume.

4.2.3 The Influence of Brand Awareness on Brand Loyalty

Brand awareness has a significant effect on brand loyalty. The research results found are in line with the research conducted by Alkhalwaldeh et al. (2017) shows that brand awareness has a positive relationship to brand loyalty and explains the role of brand awareness and brand commitment in creating and maintaining brand loyalty. Likewise with research by Pratama & Suprpto (2017) also found that brand awareness has a positive effect on brand loyalty. In general, consumers tend to buy products from familiar brands based on convenience and safety so that higher brand awareness leads to higher brand loyalty. Brand awareness has a positive and significant effect on brand loyalty, meaning that brand awareness is a forming factor for brand loyalty at AZWA Perfume, where brand awareness has a positive impact on brand loyalty, when AZWA Perfume is able to increase customer awareness of the AZWA perfume brand, it will increase customer loyalty to the brand itself.

4.2.4 The Influence of Brand Image on Brand Loyalty

Brand image has a significant effect on brand loyalty. The research results found are in line with the research conducted by the research conducted by Ghafoor et al. (2012). In his research, he concluded that brand image plays an important role in making loyal customer brands. A positive image of a brand is more likely for consumers to make repeat purchases



and when the brand image is getting higher, it will have an impact on increasing brand loyalty (Pratama & Suprpto, 2017). Brand image has a positive and significant effect on brand loyalty, meaning that brand image is a forming factor for brand loyalty at AZWA Perfume, where brand image has a positive impact on brand loyalty, when AZWA Perfume is able to create a good image in the eyes of customers of the AZWA perfume brand, it will increase loyalty. customers over the brand itself. In order to enhance the brand image, AZWA Perfume is necessary has an extensive chain of stores and also has good quality products at affordable prices.

V. Research Conclusion And Implication

5.1 Research Conclusion

Based on the results of the analysis and discussion in the previous section, it can be concluded that social media marketing has significant effect on brand awareness and brand image of AZWA Perfume in Padang City, West Sumatra, Indonesia. In addition, brand awareness and brand image also have a significant effect on brand loyalty of AZWA Perfume in Padang City, West Sumatra, Indonesia.

5.2 Research Implication

Regarding the significant role of social media marketing on brand awareness, therefore it is important for AZWA Perfume to increase the usage of social media such as facebook, instagram, whatsapp, twitter to promote its brands to its customer. For example, AZWA Perfume can use telegram with the high number of follower in West Sumatra such as @infosumbar, @infopadang, @soalpadang, @info.minang and etc to promote its brand in order to increase brand awareness that in turn increase brand loyalty significantly.

Regarding the significant role of social media marketing on brand image, therefore AZWA Perfume also need to clearly communicates its uniqueness such as, perfume can be ordered customizely, can order perfume that is match with customer personality, high quality perfume, perfume is produced by high skill employee, high product varian, perfume can be ordered via online and ect in various social media in order to improve its brand image and brand loyalty significantly.

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