



## **Analysis of Social Media Marketing Activity on Brand Awareness, Brand Image, and Brand Loyalty in Local Fashion Product Brands**

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**Abstract:** The development of technology makes social media a platform that is widely used by business people as a medium to sell or just become a promotional media due to its ease in reaching a wider consumer. This research aims to find out the influence of social media marketing activities based on the dimensions of entertainment, interaction, trendiness, customization, and electronic word of mouth on brand awareness, brand image, and brand loyalty through Instagram social media. The research uses quantitative methods and descriptive types of research. The study was conducted on people who follow the local fashion product brand on their Instagram accounts and have bought the products. The number of samples used is 400 people with a convenience sampling method. All data collected meets the criteria for validity and reliability. All data processing is done by using SPSS software version 26. The data were analyzed using multiple linear regression tests. This research showed that social media marketing activities based on five dimensions, entertainment, interaction, trendiness, customization, and word of mouth, have a significant effect on variables dependent on brand awareness, brand image, and brand loyalty.

**Keywords:** Brand Awareness; Brand Image; Brand Loyalty; Social Media Marketing Activity

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### **INTRODUCTION**

The ease of social media technology is used by the wider community, especially business owners. According to Jayani (2020) Hootsuite's article explains that Instagram is a much-in-demand part of social media and ranks 4<sup>th</sup> in the 10<sup>th</sup> frequently used social media in 2020. It is proven that Instagram is widely used as a medium of business and promotion because of its ease in reaching a broader consumer. Instagram is also a very visual platform because of the content used in photos and videos. Entrepreneurs can offer their goods and services by posting videos and photos to introduce their products or services and attract consumers with a broader reach. Many advantages are obtained by doing business through Instagram. More are used as a business containers or business to promote and do the buying and selling process. Nowadays, it is scarce for businesses not to have an Instagram account for their products or brands because Instagram has become a fundamental thing in business. This research aims to find out the influence of social media marketing activities on brand awareness, brand image, and brand loyalty on local fashion product brands.

Social media marketing activities are marketing in an online platform that facilitates interaction, cooperation, and content sharing (Seo & Park, 2018). More broadly, Gunelius (2010) in Santoso (2017) said that social media marketing is a form of marketing used to create awareness, recognition, memory, and action against a brand, product, business, individual, or group either directly or indirectly using tools from the social meb such as blogging, microblogging, and social networking. According to Seo & Park (2018), social media marketing activities have five dimensions: entertainment, interaction, trendiness, customization, and word of mouth.



Brand awareness is the ability of a brand that appears in the mind of consumers when they think about a particular product and how easy it appears (Hasbun & Ruswanti, 2016). According to Keller in journal Juliana & Sihombing (2019), brand awareness is the ability of individuals to recognize and consider a brand in a particular product category, and brand awareness is the main dimension in brand equity. There are four dimensions of brand awareness (Kotler & Keller, 2016). First is brand recognition to find out the extent to which consumers recognize a brand, second is brand recall to know the consumer's experience of the brand and whether it is easy to remember, and third is top of mind that consumers will first remember brand compares to similar competitor brands. The success of social media marketing activities affects brand awareness and brand image, and brand loyalty of a product or brand.

According to Tjiptono (2015) brand image, it is a description of the association and consumer confidence in a brand. The reference journal BILGIN (2018) said that behavioral loyalty to brands will provide direct income for a business, and altitudinal and cognitive loyalty will increase the tendency to provide information in the form of reliable recommendations to people. Oliver (2014) also explains the dimensions of brand loyalty there is cognitive loyalty focuses on product quality that can affect customer preferences, affective loyalty shows customer satisfaction with products from the same brand, conative loyalty is a dimension that shows buyback desire in reaction to a positive attitude towards a particular brand, and last is behavioral loyalty shows the frequency of customer repurchase.

It can be concluded that social media marketing activity significantly affects brand awareness, brand image, and brand loyalty. Therefore, determining strategies, techniques, and processes in conducting social media marketing activities must be done intelligently and on target to give a significant effect, and significantly increased brand. Awareness, brand image, and brand loyalty a brand.

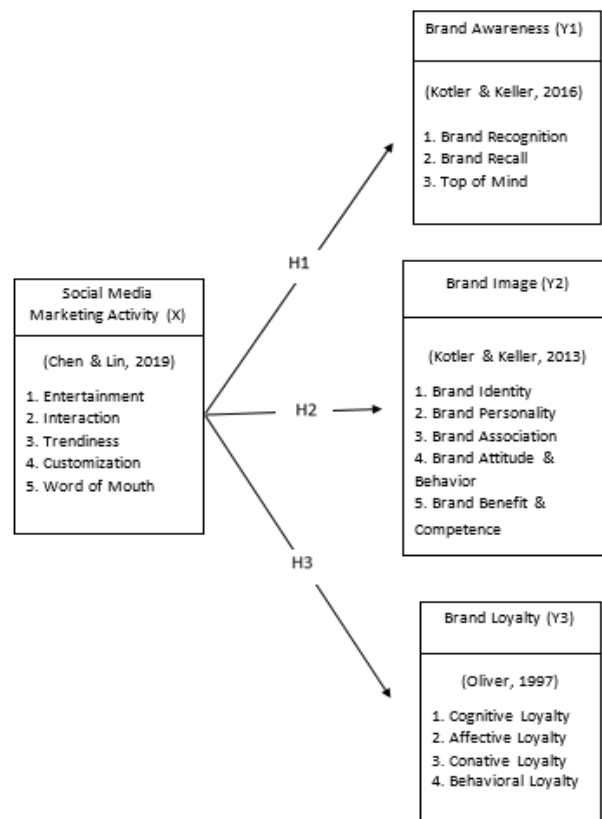
## METHODS

The type of research used in this study is quantitative research. Descriptive research is a research method that seeks to describe and interpret objects by following what they are. The data capture used in this study uses one type of data: primary data. According to Sugiyono (2018) there are two types of data collection based on the source. The primary source is a data source that directly provides data to collectors obtained by this study by sharing questionnaires to prospective respondents with specific criteria. Secondary sources are indirect data such as through others or documents. In this study, the author collects the necessary data by reading books, journals, articles, data from the internet, thesis, or previous research. Questionnaires are distributed online through social media (Instagram) as the primary spreading tool. Respondents needed in the study had specific criteria, including active Instagram users who followed the Instagram accounts of famous local fashion brands and purchased that product.

The questionnaire in this study has four parts, including the introduction, respondent screening, respondent profile, and research statement. Statements are assessed using a scale of Likert 1-5 with provisions 5 = strongly agree – 1 = strongly disagree. The respondents needed in this study were 400 people. A total of 419 respondents had filled out the questionnaires. There were 400 who met the respondent's criteria among respondents who had filled out questionnaires based on gender, women participant in 45,4% and men 45,6%. Then this questionnaire based on the age category of respondents who are the majority is the age of 18-25 years with a percentage of 88%, followed by respondents aged 25-35 years with a percentage of 9% third respondents

with the age category of <18 years with a percentage of 1,7% and the last age category of 35> with a percentage of 1,2%.

In the study with the calculation method, researchers used SPSS software version 26 to obtain results. The methods used include test validity and reliability for measuring the accuracy of the data and the reliability of the questionnaire statement to be used. Another method is descriptive analysis, used to describe data obtained by researchers. The study also used a hypothesis test with T-test and F-test and a determination test. Then a multiple linear regression analysis is performed, which is used to measure the influence between independent and dependent variables.



**Figure 1. Research Framework**  
 Source: Data by the author (2022)

Based on the figure 1. research framework above, a provisional hypothesis can be drawn, namely:

- H1: social media marketing activity has a significant effect on brand awareness
- H2: social media marketing activity has a significant effect on brand image
- H3: social media marketing activity has a significant effect on brand loyalty



## RESULTS AND DISCUSSION

After collecting data with the number of respondents needed as many as 400 people, it can be done data processing as follows:

**Table 1. Results of the Validity Test**

	$r_{\text{calculates}}$	$r_{\text{table}}$	Description
1	0,733	0,98	VALID
2	0,731	0,98	VALID
3	0,639	0,98	VALID
4	0,690	0,98	VALID
5	0,662	0,98	VALID
6	0,581	0,98	VALID
7	0,724	0,98	VALID
8	0,724	0,98	VALID
9	0,740	0,98	VALID
10	0,682	0,98	VALID
11	0,690	0,98	VALID
12	0,767	0,98	VALID
13	0,477	0,98	VALID
14	0,700	0,98	VALID
15	0,692	0,98	VALID
16	0,768	0,98	VALID
17	0,855	0,98	VALID
18	0,868	0,98	VALID
19	0,788	0,98	VALID
20	0,804	0,98	VALID
21	0,810	0,98	VALID
22	0,853	0,98	VALID
23	0,801	0,98	VALID
24	0,782	0,98	VALID
25	0,803	0,98	VALID
26	0,849	0,98	VALID
27	0,814	0,98	VALID

Source: Researchers processed results (2022)

Based on the validity test that has been conducted, consisted of 14 statement items from social media marketing activity (X), 4 statement items from brand awareness (Y1), 5 statement items from brand image (Y2), and 4 statement items from brand loyalty (Y3) obtained  $r_{\text{calculate}} > r_{\text{table}}$  at a significant rate of 5% and  $n = 400$ ,  $r_{\text{table}}$  in this study which is 0,098. The lowest value in the study was  $0.477 > 0.098$ , so it can be concluded that all statement items are valid and can be used in this study.



**Table 2. Results of the Reliability Test**

	<b>Variable</b>	<b>Cronbach Alpha Limit</b>	<b>Cronbach Alpha Value</b>	<b>N of Item</b>	<b>Description</b>
1	Social Media Marketing Activity	>0,6	0,903	14	RELIABLE
2	Brand Awareness	>0,6	0,808	4	RELIABLE
3	Brand Image	>0,6	0,866	5	RELIABLE
4	Brand Loyalty	>0,6	0,817	4	RELIABLE

Source: Researchers processed results (2022)

Based on reliability tests, some results show a value of 0.903 in the variable social media marketing activity (X), 0.808 in the variable brand awareness (Y1), 0.866 in the variable brand image (Y2), and 0.817 in the variable brand loyalty (Y3). The variable deflates a value greater than the Cronbach alpha value of 0.6, so it can be concluded that all research items of the four variables in this study are reliable and can be used as a measurement tool.

### Descriptive Analysis

Based on the results of the data processing obtained, the results of the descriptive analysis are as follows:

**Table 3. Descriptive Analysis Results**

<b>VARIABLE</b>	<b>SCORE TOTAL</b>	<b>PERCENTAGE VALUE</b>	<b>CATEGORY</b>
Social Media Marketing Activity	20.620	73,64%	Good
Brand Awareness	5.549	69,36%	Good
Brand Image	13.059	75,1%	Good
Brand Loyalty	5.364	67,05%	Good Enough

Source: Researchers processed results (2022)

Based on the continuum line, each variable states that overall, the social media marketing activity(X) variable falls into the high category with a percentage gain of 73,64%, and the brand awareness variable (Y1) falls into the high category with a percentage value of 69.36%. Brand image variable (Y2) falls into the high category with a percentage of values of 75,1%. Therefore, it can be concluded that the three variables fall into the category of good. While the brand loyalty (Y3) variable falls into a fairly high category with a value percentage of 67.05%. So, it can be concluded that the overall brand loyalty variable is good enough.

### Hypothesis Tests

Testing this hypothesis is done using individual T-tests. This test aims to determine the effect of each independent variable (X) on the dependent variable (Y). decision-making in the T-test can be known by comparing  $T_{calculate} > T_{table}$ .



**Table 4. T-Test Results from Variable Brand Awareness**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	-1.163	.629		
	Social Media Marketing Activity	.292	.012	.773	24.347

a. Dependent Variable: Brand Awareness

Source: Researchers processed results (2022)

**Table 5. T-Test Results from Variable Brand Image**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	1.821	.557		
	Social Media Marketing Activity	.329	.011	.841	30.972

a. Dependent Variable: Brand Image

Source: Researchers processed results (2022)

**Table 6. T-Test Results from Variable Brand Loyalty**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	-1.277	.653		
	Social Media Marketing Activity	.284	.012	.753	22.845

a. Dependent Variable: Brand Loyalty

Source: Researchers processed results (2022)

Based on the results of the T-test using SPSS software obtained the following results:

H1: it is known that the value  $T_{\text{calculate}} 24.347 > T_{\text{table}} 1.645$  and the significance value is  $0.000 < 0.05$ , it can then be concluded that the social media marketing activity variable (X) has a significant effect on the brand awareness variable (Y1).

H2: it is known that the value  $T_{\text{calculate}} 30.972 > T_{\text{table}} 1.645$  and the significance value is  $0.000 < 0.05$ , it can be concluded that the social media marketing activity variable (X) has a significant effect on the brand image variable (Y2).

H3: it is known that the value  $T_{\text{calculate}} 22.845 > T_{\text{table}} 1.645$  and the significance value is  $0.000 < 0.05$ , it can be concluded that the variable social media marketing activity (X) has a significant effect on the brand loyalty variable (Y3).





**Table 7. Results of F-Test Variable Brand Awareness**

Model		ANOVA <sup>a</sup>			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	3086.413	1	3086.413	592.769	.000 <sup>b</sup>
	Residual	2072.297	398	5.207		
	Total	5158.710	399			

a. Dependent Variable: Brand Awareness  
 b. Predictors: (Constant), Social Media Marketing Activity

Source: Researchers processed results (2022)

**Table 8. Results of F-Test Variable Brand Image**

Model		ANOVA <sup>a</sup>			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	3921.208	1	3921.208	959.290	.000 <sup>b</sup>
	Residual	1626.870	398	4.088		
	Total	5548.077	399			

a. Dependent Variable: Brand Image  
 b. Predictors: (Constant), Social Media Marketing Activity

Source: Researchers processed results (2022)

**Table 9. Results of F-Test Variable Brand Loyalty**

Model		ANOVA <sup>a</sup>			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	2930.113	1	2930.113	521.877	.000 <sup>b</sup>
	Residual	2234.597	398	5.615		
	Total	5164.710	399			

a. Dependent Variable: Brand Loyalty  
 b. Predictors: (Constant), Social Media Marketing Activity

Source: Researchers processed results (2022)

Based on the results of the data processor can be seen that  $F_{\text{calculate}} > F_{\text{table}}$ , which is  $592.769 > F_{\text{table}} 3.83$  ( $F_{\text{table}}$  with a value of  $n_1 = 400$  at  $n_2 = 2$ ), it can be concluded that the independent variable of social media marketing activity (X) has a significant effect on brand awareness (Y1) of social media from five local fashion brands.  $F_{\text{calculate}} 959.290 > F_{\text{table}} 3.83$ , it can be concluded that the independence of social media marketing activity (X) has a significant effect on the brand image (Y2) of social media from five local fashion brands. In addition, based on the results of processed data can be seen  $F_{\text{calculate}}$  is  $521.877 > F_{\text{table}} 3.83$ ; it can be concluded that the independent variable of social media marketing activity (X) has a significant effect on brand loyalty (Y3) of social media from five local fashion brands.



### Determination Test

The coefficient of determination ( $R^2$ ) test measures how much influence independent variables have on dependent variables. Here are the results of the coefficient of determination test:

**Table 10. Results of Determination Test Variable Brand Awareness**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 <sup>a</sup>	.598	.597	2.28198

a. Predictors: (Constant), social media marketing activity  
 b. Dependent Variable: brand awareness

Source: Researchers processed results (2022)

**Table 11. Results of Determination Test Variable Brand Image**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 <sup>a</sup>	.707	.706	2.02032

a. Predictors: (Constant), social media marketing activity  
 b. Dependent Variable: brand image

Source: Researchers processed results (2022)

**Table 12. Results of Determination Test Variable Brand Loyalty**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 <sup>a</sup>	.567	.566	2.37039

a. Predictors: (Constant), social media marketing activity  
 b. Dependent Variable: brand loyalty

Source: Researchers processed results (2022)

Based on the value of R square on the brand awareness (Y1) dependent variable, which is 0.598, it can be concluded that the amount of influence of social media marketing activity variables on brand awareness is 59,8%. Based on the value of R square on the brand image dependent variable (Y2), which is 0.707, it can be concluded that the amount of influence of social media marketing activity variables on brand image is 70,7%, and based on the value of R square on brand loyalty (Y3) dependent variables which is 0.567, it can be concluded that the amount of the influence of social media marketing activity variables on brand loyalty is 56,7%.





## CONCLUSION

Today, many businesses already create brand profiles through social media channels and create activities that will engage consumers by sharing product information, discounts, promotions, and others. This research has been conducted to determine whether social media marketing activities are effective in consumer brand awareness, brand image, and brand loyalty. Based on the results of the research test that has been done, it was obtained the overall result that the variables of social media marketing activity, brand awareness, and brand image belonged to the category of good, and brand loyalty variables in the category are quite good. This also can indicate that the four variables have a positive influence on the marketing of a brand.

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