



The Influence of Social Media Marketing, e-WOM, Brand Awareness, and Brand Image on Brand Loyalty of Herbs Product

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Abstract: One business that is not yet known and has a good effect on health is the herbal extract of gambier, gambir extract herbs can increase health stamina and reduce the effects of smoking on society, this is what makes CV Uncaria Herbal Indonesia (UHI) as a herbal pioneer from gambir extract want to do an analysis that affects brand loyalty in each of its products. This research aims to determine and analyze the influence of social media marketing, e-WOM, brand awareness, and brand image on brand loyalty at Uncaria Herbal Indonesia. The method of this research in this research was a questionnaire filled out by respondents, namely CV UHI customers who are active on social media. A sampling of 150 respondents in this study using the Accidental Sampling method. This study uses descriptive analysis. Based on the results of research using SPSS. Through the results of this research, it can be concluded that there is a positive and significant influence of social media marketing, e-WOM, Brand awareness, and brand image on Brand loyalty.

Keywords: Brand Awareness; Brand Image; Brand Loyalty; e-WOM; Social Media Marketing

INTRODUCTION

As technology develops, one of the marketing efforts carried out by CV Uncaria Herbal Indonesia (UHI) is through social media. One of the marketing techniques used is Social Media Marketing which uses social media tools such as Instagram, Facebook, Twitter, etc. to promote products or services. Currently, social media is not only for exchanging news but for obtaining information that has become part of many people's lives and routines. A new era for companies was created by social media by forcing them to seek new interactive ways of reaching and engaging their customers (Yaputra, 2020). Research that examines the effects of social media marketing from the perspective of branding literature is still exploratory and lacks empirical studies Yaputra (2020) or small business owners' social media can be a great way to long term prospects and connect with customers.

For beginners, marketing can be started simply. In this case, novice businesses need to create a phenomenon where consumers will talk about their products and recommend them to other consumers. Juniantoko & Supriono (2017) state that consumers will trust people they know more so that the information is considered credible than the information provided by the salesperson the highest level is when the consumer sells the Kopi Kenangan brand which usually comes from a circle of friends, this is commonly known as Word of Mouth. Willem (2020) states that consumers will trust people they know more so that the information is considered credible than the information provided by the salesperson. Potential buyers trust information from Word of Mouth in capturing the value of a product, and influencing their buying interest compared to advertisements or promotions from salespersons (Willem, 2020).

Along with the development of technology, word of mouth continues to grow, such as the emergence of various social media platforms so that electronic word of mouth is created or commonly known as e-WOM. The company will certainly benefit by spending low costs but getting a big influence from the process of developing e-WOM.

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Differentiating similar goods and services produced by firms is an important factor in today's competitive environment. Branding is one of the efforts that must be carried out by the company. A good branding effort can give a different impression in the minds of consumers and make them more preferred by consumers. Communication between brands and consumers must be strong so that consumer preferences and loyalty to brands are also getting higher. The most important thing from branding efforts is to build strong relationships between brands and consumers. These efforts are made to have the power to direct consumer choice and loyalty (Dwiantari, 2020).

The ultimate goal of all marketing efforts that have been carried out by the company is to build and increase brand awareness. The ability of consumers to recognize brands in a situation and condition is a form of brand awareness. The level of awareness of a brand is strongly influenced by the role of brand awareness itself. Brands that are already known by some consumers provide a safer, more trusted image with the assumption that the brand is reliable to increase buying interest (Abadi et al., 2020).

Brand awareness is the first step to creating brand loyalty. Consumers will first get to know the product before loyalty is formed. The more consumers know a brand, the more likely they will pay for the product. The choice of a brand is likely to increase if it can apply maximum effort from brand awareness and a good brand image, thereby creating better customer loyalty or brand loyalty and will help in market competition. Brand Loyalty has become a strategic critical factor for every corporate organization to develop sustainably in today's market (Han, et al., 2018). In addition, the satisfaction that is influenced by the trust has a positive relationship with brand loyalty. However, there has been no further research on the effects of social media marketing on brand loyalty in the herbal medicine industry.

From the description above, it can be concluded that this research will further examine the influence of social media marketing on brand loyalty through the mediation of e-WOM variables, brand image, and brand awareness. Then the hypothesis in this study is:

- H1: There is a positive and significant influence of social media marketing on e-WOM.
- H2: There is a positive and significant influence of e-WOM on brand image.
- H3: There is a positive and significant influence of e-WOM on brand awareness.
- H4: There is a positive and significant influence of e-WOM on brand loyalty with the brand image as a mediating variable.
- H5: There is a positive and significant influence of e-WOM on brand loyalty with brand awareness as a mediating variable.

METHODS

This research uses a quantitative approach because the data to be processed is quantitative data. This study aims to measure the impact of several variables to be tested such as the influence of social media marketing on brand loyalty through the mediation of e-WOM variables, brand image, and brand awareness. In this study, 150 questionnaire samples were taken, using a sampling method combining accidental and Purposive Sampling, selected to save time, effort, and money. Purposive Convenience Sampling, namely taking respondents who are easy to find and have certain criteria to be used as research respondents (Ansori, 2020).

In this study, the questionnaire method was chosen by the researcher as a data collection method. Questionnaires can be in the form of written statements or questions which will later be answered by respondents as a data collection method (Sugiyono, 2018). It is one of the most efficient techniques using a questionnaire because it can be done if the researcher knows the indicators of the variables to be measured and knows what is expected of the respondents. Questionnaires will be given to respondents using

herbal medicines who have social media where respondents answer themselves on their awareness about products, promotions, service quality, customer knowledge, and decisions.

This study uses SEM testing as a theoretical model to confirm the relationship and test the hypothesis of how much and how the inter-variables influence each other

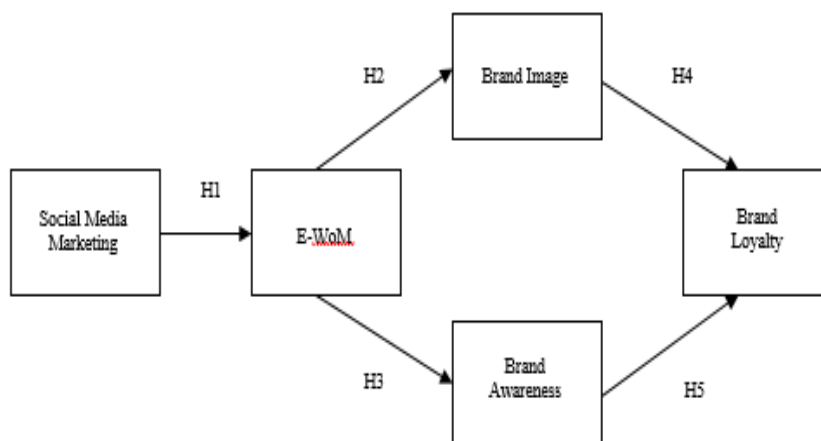


Figure 1. Framework Theory

Source: Data that has been processed by the author (2023)

Based on Figure 1 above, the framework in this research shows the relationship between Social Media Marketing, EWOM, brand image, and brand awareness as the independent variable, which will be tested for its influence on Brand Loyalty (Y) as the dependent variable.

RESULT AND DISCUSSION

In obtaining this research data, to take samples of the authors using 100 respondents and the data obtained, as 150 respondents are women. It shows that the majority of users of Uncaria Herbal Product are Men—furthermore, consumers of Uncaria Herbal Indonesia Product are dominated by teenagers aged 25-50 years with an average income of Rp 6,000,000- Rp 10,000,000.

Table 1. Results of the Validity Test

Variable	Item	Corrected item-total correlation	Description
Social Media Marketing	Var1	0,753	Valid
	Var 2	0,776	Valid
	Var 3	0,744	Valid
	Var 4	0,852	Valid
	Var 5	0,746	Valid
	Var6	0.778	Valid
	Var7	0,885	Valid
	Var8	0,799	Valid
EWOM	Var9	0.825	Valid
	Var10	0.794	Valid
	Var11	0.793	Valid
Brand Image	Var12	0.797	Valid
	Var13	0,855	Valid



	Var14	0,874	Valid
	Var15	0,886	Valid
	Var16	0,849	Valid
	Var17	0,865	Valid
	Var18	0,776	Valid
	Var19	0,856	Valid
Brand Loyalties	Var20	0,816	Valid
	Var21	0,805	Valid
	Var22	0,788	Valid
	Var23	0,795	Valid
	Var24	0,837	Valid
	Var25	0,891	Valid
	Var26	0,825	Valid
	Var27	0,794	Valid
	Var28	0,793	Valid
	Var29	0,797	Valid
	Var30	0,855	Valid
	Var31	0,874	Valid
	Var32	0,744	Valid
	Var33	0,852	Valid
	Var34	0,746	Valid
	Var35	0,778	Valid

Source: Data that has been processed by the author (2023)

Based on Table 1 of the results of the validity test of the questionnaire above, it is known that from 35 question report items in the questionnaire. The Result for validity obtained r -calculation $>$ table at significance levels of 5% ($\alpha = 0.05$) and $n = 150$, the table is 0.195. The lowest r -calculation value in the study was $0.744 > 0.195$. So, it can be concluded that all statement items are valid and can be used in research.

The reliability test was carried out using Cronbach's Alpha technique with a total sample of 150 respondents. A research instrument is declared reliable if the alpha value is > 0.60 . The results of the reliability test can be seen in the following table 2

Table 2. Results of the Reliability Test

Variable	Cronbach's Alpha	Description
Social Media Marketing	0,832	Reliable
EWOM	0,890	Reliable
Brand Image	0,840	Reliable
Brand Awareness	0,917	Reliable
Brand Loyalty	0,887	Reliable

Source: Data that has been processed by the author (2023)

The results of the analysis model using SEM have the results in Figure 1

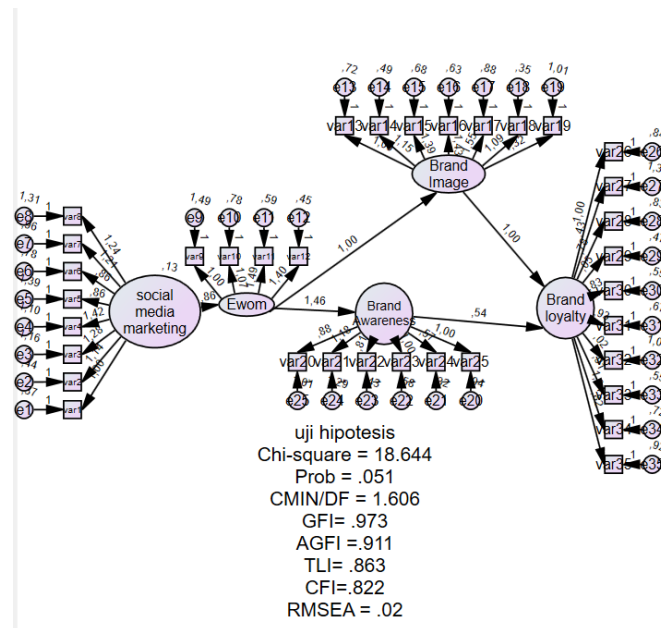


Figure 2. Structural Equation Model

Source: Data that has been processed by the author (2023)

Based on the output of the diagram, a summary of the results of the Goodness of Fit test is made after being modified, the results of which can be seen in Table 3:

Table 3. Goodness of Fit

The Goodness of Fit Index	Cut-off Value	Default Model	Evaluation Model
Chi-Square		18,644	
Probability	≥ 0,05	0,051	<i>Good Fit</i>
CMIN/DF	≤ 2,00	1,606	<i>Good Fit</i>
GFI	≥ 0,90	0,973	<i>Good Fit</i>
AGFI	≥ 0,90	0,911	<i>Good Fit</i>
TLI	≥ 0,90	0,863	<i>Close to fit</i>
CFI	≥ 0,90	0,822	<i>Close to Fit</i>
RMSEA	≤ 0,08	0,02	<i>Close to Fit</i>

Source: Data that has been processed by the author (2023)

The result of Table 3 is the Chi-Square value is 18.644 with a significant level of acceptance that is recommended is $p > 0.05$, the chi-square value decreases after modification. Based on the research results, it was obtained that the chi-square was



13.644, so the model was declared a good fit. If the probability value is 0.051 greater than the cut-off value, which is > 0.05 , then the model is declared a good fit. The CMIN/DF value is 1.606 which is smaller with a cut-off value of < 2.00 , so the model is declared a good fit. The GFI value is 0.973, which is greater than the cut-off value, which is > 0.90 , so the model is declared a good fit. The AGFI value is 0.911 greater with a cut-off value > 0.90 , so the model is declared a good fit. The TLI value is 0.863 with a cut-off value > 0.90 , so the model is close to fit. The CFI value is 0.922 which is less large with a cut-off value > 0.90 , so the model is close to fit. The RMSEA value is 0.02 greater with a cut-off value < 0.08 , so the model is declared a good fit.

The hypothesis test is carried out by looking at the C.R (critical ratio) value contained in the Amos 22.0 output table regarding the regression weight shown in the following table:

Table 4. Estimation of Regression Weight Modification Parameters

			Estimate	S.E.	C.R.	P	Label
e-WOM	<---	social_media_marketing	,857	,208	4,120	***	par_11
Brand_Image	<---	Ewom	,906	,173	5,225	***	par_12
Brand_Awareness	<---	Ewom	1,465	,394	3,716	***	par_32
Brand_loyalty	<---	Brand_Awareness	,544	,239	2,273	,023	par_33
Brand_loyalty	<---	Brand_Image	,784	,180	4,366	***	par_34

Source: Data that has been processed by the author (2023)

The table above is used as the main reference for testing the hypothesis in this study. The test criterion is to reject H_0 if the Critical Value CR is 1.967 or the p-value is less than equal to 0.05. The results of testing all hypotheses in this study are as follows:

- H1: Social Media Marketing has a positive effect on E-WOM ($0.000 < 0.005$)
- H2: E-WOM has a positive effect on Brand Image ($0.000 < 0.005$)
- H3: E-WOM has a positive effect on Brand Awareness ($0.000 < 0.005$)
- H4: Brand Image has a positive effect on Brand Loyalty. ($0.000 < 0.005$)
- H5: Brand Awareness has a positive effect on Brand Loyalty ($0.023 < 0.005$)

CONCLUSION

Based on the results of the research there is an influence of brand loyalty on brand awareness, in this case, CV Uncaria Herbal Indonesia has Steps to create brand loyalty, brand awareness, and brand image are needed. Brand awareness and brand image emerge from electronic word of mouth, where sharing and trust arise. among users of CV UHI herbal medicines that make this product can be known from the results of users or buyers using social media.

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