# INFLUENCE SOCIAL MEDIA MARKETING ACTIVITIES AGAINST BRAND LOYALTY DIRECTLY OR THROUGH CONSUMER SATISFACTION AND BRAND EQUITY ON THE LARGEST E-COMMERCE IN INDONESIA

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**Abstract:** Social Media Marketing is all strategic formations in sales communication carried out through social media. Social Media Marketing is considered more effective than traditional marketing communications such as print or electronic media, so Social media marketing is considered to be able to increase brand loyalty which has an impact on customers who will consistently use the product repeatedly, will inform, and even recommend the product to others. This study analyzes the influence of Social Media Marketing on Brand Loyalty directly and its effect through the mediation of consumer satisfaction & Brand equity on Brand Loyalty. The sample was taken from 195 followers of the Instagram account of the largest e-commerce platform in Indonesia, including Tokopedia, Shopee, Lazada, Bukalapak, OLX, and others. The research uses quantitative methods with an explanatory research approach, while hypothesis testing is carried out with SEM (Structural Equation Model) analysts. The research shows that social media marketing has a direct and significant effect on brand equity and consumer satisfaction, but social media marketing has no effect on brand loyalty. Brand equity has a direct and significant effect on brand loyalty, but consumer satisfaction has no effect on brand loyalty. From this research, it was found that it is so important to optimize the use of social media marketing to reach a wider scope. Attractive social media marketing can influence consumer perceptions to form a good impression of a brand. Previous research stated that an increase in social media activity and brand equity affects consumers' desire to buy products, an increase in brand equity will also impact high brand loyalty. However, it needs to be re-examined to find out the addition of the right variable as mediation to see the influence between customer satisfaction on brand loyalty and social media marketing on brand loyalty.

**Keywords:** Social Media Marketing, Customer Satisfaction, Brand Equity, Brand Loyalty

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In recent years, the use of information technology in Indonesia has developed rapidly, as evidenced by the significant increase in internet users in Indonesia.

Internet world stats (Kusnandar, 2021) stated that as of March 2021, internet users in Indonesia were 212.35 million, ranking third with the most users in the Asian region. The rapid increase in internet use also influences people's behavior to be able to interact and communicate digitally, one of which is through the use of social media.

Kotler and Keller (2012) stated that social media is a means for users to share images, audio, text, video, and information with one another and companies or vice versa. *We are social* reported that in Indonesia, the active use of social media in January 2022 increased by 12.35% compared to the same period in the previous year (Mahdi, 2022). The high number of social media users triggers brand owners to also optimize social media as a communication medium in marketing to reach a wider audience.

*Social Media Marketing is* defined as all forms of strategy in marketing communications that are implemented using social media. Social Media Marketing is considered much more effective when compared to traditional marketing communications, such as advertising in print or electronic media. Seo and Park (2018) in Hidayah (2018) stated that based on coverage in 2013, social media has succeeded in influencing 90% of all purchasing activity in the aviation industry. The measurement of the success of Social Media Marketing communication can be done with several variables, one of which is consumer satisfaction. Vasic et al. in Ristiana (2022) defined consumer satisfaction as a comparison of expectations and experiences where if the customer's satisfaction is fulfilled, there will be repeat purchases by the customer. Concerning the social media marketing strategy, consumer satisfaction is the impact of social media activity, interactivity, and content (Jan et al. in Ristiana, 2022), so the measurement of consumer satisfaction is considered very appropriate to determine the success of social media marketing activities.

In addition to consumer satisfaction, social media marketing is believed to affect brand equity. Bruhn et al. in Husain et al. (2022) stated that using social media as a communication medium significantly impacts brand equity. This statement is supported by Godey (2016), which stated that social media communication positively and significantly affects Brand Equity through two dimensions, brand recognition, and brand image. Thus, the more optimal and effective the social media marketing communication is, the stronger the brand equity will be.

The next variable that can be used to measure the success of social media marketing is brand loyalty. Social media marketing is considered to increase brand loyalty, such as research conducted by Hidayah (2018), which measured the impact of social media marketing on brand loyalty for beauty products. The results prove that it is true that there is a direct and significant influence of Social Media Marketing on Brand Loyalty. So it can be concluded that social media marketing activities that are carried out correctly and appropriately will increase brand loyalty, where customers will use a product repeatedly and inform or recommend it to others.

The three variables measuring the effectiveness of social media marketing above, namely consumer satisfaction, brand equity, and brand loyalty, have an attachment and influence on each other. Tresna and Seminari (2018) proved that brand equity and consumer satisfaction affect brand loyalty significantly and positively. It is also reinforced by Nabila et al. (2020), who found consumer satisfaction to have a positive and significant impact on brand loyalty in their research. So based on the above discussion, the author conducted a study to determine the effect of social media marketing on three variables: consumer satisfaction, brand equity, and brand loyalty.

## LITERATURE REVIEW

Social Media Marketing is a procedure that encourages business entities to promote goods and services through online media and to communicate more broadly through communities that have a greater reach than traditional channels (Lubiana and Fauzi, 2018). In addition, social media marketing can also be used to hear customer input, complaints, and suggestions. In other words, social media marketing is part of a company's investment to connect with consumers. Chen and Lin (2019) defined five aspects of social media marketing: entertainment, interaction, customization, trendiness, and word-of-mouth.
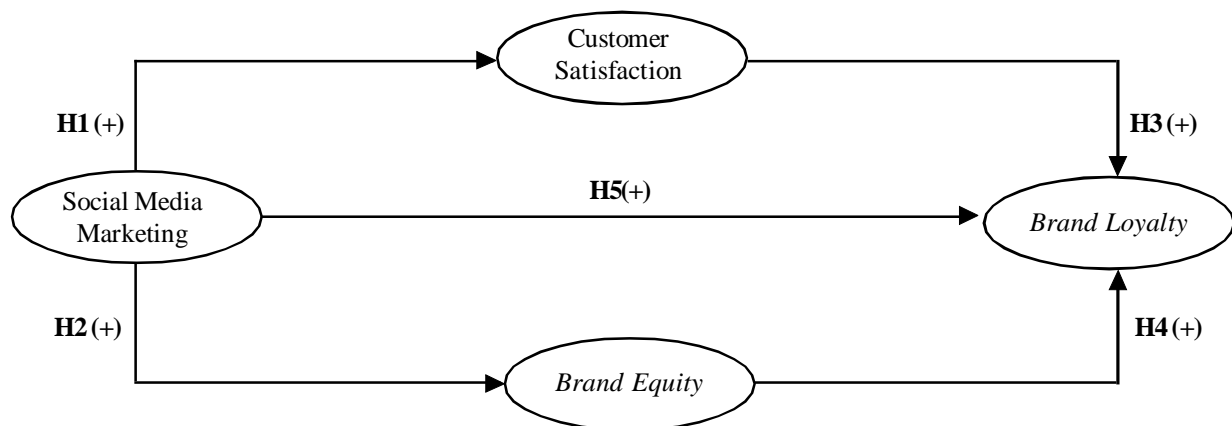
**Figure 1.   Conceptual Framework**

*Customer or Consumer Satisfaction,* Consumer behavior is the attitude consumers show after obtaining and using an item or service. In other words, consumer satisfaction can be translated as a response to the quality and performance of an item or service. Shahroudi et al. (2015) in Tresna and Seminari (2018) added that consumer satisfaction could be seen from the attitude and emotional response of buyers after the purchase process, where the response is related to consumer brand loyalty. With the creation of customer satisfaction, the company will get long-term benefits such as positive word-of-mouth comments, customer loyalty, and sustainable profitability (El-Adly, 2019 in Ristiana, 2022).

*Brand Equity* Ratana in Safitri et al. (2021) stated that brand equity could be defined as assets and liabilities related to brands, symbols, and names, which can increase or decrease the value of a product or service for business entities and customers. Aaker in Ratana (2016) explained that brand equity is formed on four dimensions: brand awareness, perceived quality, brand association, and brand loyalty. A business entity must own a strong brand to survive the fierce competition. Building a strong brand will make it easy for a business entity to acquire loyal customers. In other words, the business entity does not have to worry about losing loyal customers even though there are more offers from competitors.

*Brand Loyalty is* defined as the customer's desire to make a consistent purchase of the same brand for certain categories of goods and services (Schiffman and Kanuk in Rachmadhaniyati, 2021). Based on this definition, brand loyalty is one of the important indicators to measure the success of a company's marketing program, one of which is through social media marketing. In addition to making repeated purchases, through good and strong brand loyalty, a customer will provide recommendations to other customers about a product or service. Suryadinatha in Utami and Saputri (2020) described indicators of consumer loyalty to a brand based on several things, including repeated use of the product, the advantages of the product compared to other similar products,

**HYPOTHESIS DEVELOPMENT**

In this study, the hypothesis was developed based on the following conceptual framework (Figure 1). Based on the conceptual framework above, from this research, the following hypotheses can be made:

H1: Social media marketing has a direct and significant influence on consumer satisfaction. Ristiana (2022) stated that social media activity positively impacts customer satisfaction. It means that the more social media activities carried out by the company, this will increase customer satisfaction. This statement is reinforced by Firmansyah (2022), whose research model measured the impact of social media marketing on customer satisfaction, the

results of which are valid and can be used in marketing decisions.

H2: Social media marketing has a direct and significant impact on brand equity. Husain et al. (2022) stated that social media marketing and brand equity activities have a positive effect. Their research found that brand equity and social media activity affect consumers' desire to buy a product. Kusuma and Putri (2019) also found that social media marketing has an effect on brand equity.

H3: *Consumer satisfaction* have a direct and relevant impact on brand loyalty. The research analysis of Tresna and Seminary (2018) found that there is a positive and significant impact on consumer satisfaction and brand loyalty. Wahyuni (2019) stated that the consumer satisfaction variable has a positive and relevant impact on brand loyalty through the mediation of brand love at Starbucks coffee outlets. It shows that the more customer satisfaction increases, the more brand love will increase, and this has an impact on increasing brand loyalty.

H4: *Brand equity* has a direct and relevant impact on brand loyalty. According to the results of Tresna and Seminari's (2018) research, it is stated that brand equity has a positive and relevant impact on brand loyalty. Irawan and Hadisumarto (2020) stated that brand equity has a positive impact on mediating social media marketing activities for brand loyalty.

H5: Social media marketing has a direct and relevant influence on brand loyalty. Hannief and Martini (2018) in Rachmadhaniyati (2021) stated that social media marketing has an impact on brand loyalty. Meanwhile, Sartikah et al. (2018) showed that social media significantly affects brand loyalty.

## METHOD

Sugiyono (2016) stated that the research method is a scientific way to obtain data with certain goals and uses. Meanwhile, the scientific method means research activities based on scientific characteristics, namely rational, empirical and systematic. This research uses quantitative methods with

an explanatory research approach or explaining the relationship and interrelationships of research factors, namely social media marketing, *consumer satisfaction, brand equity,* and brand loyalty.

The population in this study are followers of the largest e-commerce platform, Instagram account in Indonesia. The sample of this study was 195 respondents, which was taken using a questionnaire method through structured questions. The research sample criteria are male and female with a minimum age of 17 years, with education levels ranging from junior high school to doctoral, and with various work backgrounds, are followers of Instagram accounts Tokopedia, Shopee, Lazada, Bukalapak, OLX, and other platforms and have shopped online through the Tokopedia, Shopee, Lazada, Bukalapak, OLX, and other platforms. This study has four variables: Social Media Marketing, Consumer Satisfaction, Brand Equity, and Brand Loyalty. There are six answer choices, including Strongly Disagree (STS) = 1, Disagree (TS) = 2, Disagree = 3, Neutral (N) = 4, Agree (S) = 5, Strongly Agree (SS) = 6. Technical analysis used in this research tests the validity, reliability, factor loading, and descriptive statistics using Structural Equation Modeling (SEM) using the SPSS program.

## RESULTS

A total of 195 respondents participated in filling out this questionnaire which contained 21 questions representing each variable, namely 6 questions about Social Media Marketing, 4 questions about Consumer Satisfaction, 7 questions about Brand Equity, and 4 questions about Brand Loyalty. Respondents are dominated by 60.1% of Women. In terms of age, Gen-X is dominated by 53.6%, Gen-Y 24.2%, and Gen-Z 16.3%, for Education 68.2% S1, 17.2% SMA and 14,6% Master Degree, in terms of occupation, it is dominated by Private Employees 46.4%, PNS/BUMN 14.4%, Entrepreneurs 13.1%, unemployed 9.8%, students 3.9%.

## Validity Testing, Testing Reliability, Descriptive Statistics

Validity Test can be interpreted as whether the parameters that will measure a variable can mea-

sure what will be measured or, therefore, it can be said that the indicators that measure the variables are valid (Hair et al., 2010). This study uses as many as 195 respondents, so the value of the loading factor that determines whether the sample is valid is 0.45. the indicator is valid if the loading factor > 0.45, and vice versa. The statement is declared invalid if the loading factor is < 0.45.

Reliability Testing was conducted to test the consistency of the responses that measure a variable (Hair et al., 2010). The analytical tool used to test reliability is Cronbach's Alpha Coefficient, where the basis for the decisions that determine whether an indicator is reliable is: If Cronbach's alpha factor > 0.60, then this confirms that all statements in the questionnaire are consistent or reliable.

Table 1-4 shows data processing results stating the Loading Factor for all variables > 0.45 so that the data can be declared valid, Cronbach Alpha > 0.6. All questions in the questionnaire are proven to be consistent or reliable.

Descriptive statistics for the Social Media Marketing variable, overall respondents gave a good response to the Social Media Marketing variable as evidenced by the average number of answers, namely 4,523.Standard deviation is 0.851 states the variation of answers to Social Media Marketing variables, most of which are in the range between 4 to 5 choice answer. The indicator with the highest answer is indicator 1 (ATT) with an average value of4.806Meanwhile, the indicator with the lowest response is indicator 1 (ATT) with an average value of 4.246.

The Consumer Satisfaction variable also received a good overall response, as evidenced by the average answer score4.425.The standard deviation of 0.854 states the variation of answers to this variable, most of which are between 4 to 5 choice answers. The indicator with the highest answer is indicator 1 (ATT), with an average value of 4.57, while the indicator with the lowest response is indicator 1 (ATT), with an average value of 4.31.

**Table 1. Data Processing Results Social Media Marketing**

| Variable | Indicator | Factor Loading | Conclusion | Mean | Standard Deviation |
|---|---|---|---|---|---|
| Social Media Marketing | The content on the Instagram e-commerce platform that I follow looks interesting. | 0.79 | Valid | 4.8067 | 0.88003 |
| | I can share information and exchange opinions on Instagram, the e-commerce platform I follow | 0.809 | Valid | 4.7333 | 0.96702 |
| | Instagram account The e-commerce platform that I follow always responds to questions and comments from consumers on Instagram social media | 0.778 | Valid | 4.4067 | 1.09359 |
| | The information shared on the Instagram account of the e-commerce platform that I follow is always correct and up-to-date. | 0.719 | Valid | 4.4333 | 1.07076 |
| | I always get the information I need on the Instagram e-commerce I follow. | 0.891 | Valid | 4.5133 | 1.06018 |
| | I access an e-commerce Instagram page that I follow based on the information of my friends or relatives. | 0.647 | Valid | 4.2467 | 1.24748 |

Meanwhile, the Brand Equity variable also received a good overall response, as evidenced by the average answer score4.62.The standard deviation is 0.759whichshows that most answer variations are in the range of 4 to 5 choice answers. The indicator with the highest answer is indicator 1 (ATT), with an average value of4.69Meanwhile, the indicator with the lowest response is indicator 1 (ATT), with an average value of 4.51. For the last variable,

Brand Loyalty also received a good response overall, as evidenced by the average answer value of 4.38. The standard deviation is 0.895, which showed that most answer variations are between 4 to 5 choice answers. The indicator with the highest answer is indicator 1 (ATT), with an average value of4.49Meanwhile, the indicator with the lowest response was indicator 1 (ATT), with an average value of 4.26.

**Table 2.  Data Processing Results Consumer Satisfaction**

| Variable | Indicator | Factor Loading | Conclusion | mean | Standard Deviation |
|---|---|---|---|---|---|
| Consumer Satisfaction | The e-commerce whose Instagram account I follow understands my needs. | 0.847 | Valid | 4.3267 | 1.07126 |
| | Information-based offers and/or advertisements on Instagram e-commerce that I follow have always met my expectations. | 0.89 | Valid | 4.3133 | 0.99756 |
| | The service I received from e-commerce (whose Instagram account I follow) is very good and of good quality. | 0.896 | Valid | 4.4867 | 0.91766 |
| | I am satisfied with the e-commerce whose Instagram account I follow. | 0.856 | Valid | 4.5733 | 0.92211 |

**Table 3.  Data Processing Results Brand Equity**

| Variable | Indicator | Factor Loading | Conclusion | mean | Standard Deviation |
|---|---|---|---|---|---|
| Brand Equity | I know the e-commerce brand from Instagram that I follow. | 0.639 | Valid | 4.5133 | 1.14538 |
| | I can quickly recognize and remember the logo of an e-commerce platform based on the Instagram I follow | 0.693 | Valid | 4.66 | 1.06708 |
| | I feel that the e-commerce platform I use most often represents my age category. | 0.741 | Valid | 4.54 | 1.01419 |
| | The quality of the e-commerce service whose Instagram account I follow is in line with expectations. | 0.794 | Valid | 4.5333 | 0.93167 |
| | The e-commerce platform I follow on his Instagram account offers many varied products. | 0.796 | Valid | 4.8333 | 0.91532 |
| | The e-commerce platform I follow on his Instagram account offers many products at more competitive prices than other platforms. | 0.825 | Valid | 4.5533 | 1.01358 |
| | The e-commerce platform that I follow on his Instagram account offers many promos. | 0.807 | Valid | 4.6933 | 0.96201 |

**Table 4. Data Processing Results Brand Loyalty**

| Variable | Indicator | Factor Loading | Conclusion | mean | Standard Deviation |
|---|---|---|---|---|---|
| Brand Loy-alty | I often buy through an e-commerce platform that I follow on their Instagram account because of promotions and reviews through social media that I follow. | 0.83 | Valid | 4.4933 | 1.09757 |
| | I feel that the e-commerce platform I follow on Instagram is better than other platforms. | 0.845 | Valid | 4.3733 | 0.93799 |
| | I will inform other people about the promos or offers given by the e-commerce that I follow on their Instagram accounts. | 0.853 | Valid | 4.2667 | 1.14497 |
| | I will recommend that others use the e-commerce platform I follow on their Instagram accounts. | 0.895 | Valid | 4.3933 | 1.00933 |

**Table 5. Data Processing Results Cronbach Alpha**

| Variables | Cronbach Alpha | Conclusion |
|---|---|---|
| Social Media Marketing | 0.859 | Reliable |
| Consumer Satisfaction | 0.893 | Reliable |
| Brand Equity | 0.872 | Reliable |
| Brand Loyalty | 0.875 | Reliable |

**Fit Model Test**

Hypothesis testing is a form of statistical inference that uses data from a sample to draw conclu-sions about a population parameter or a population probability distribution model shown in Figure 2.
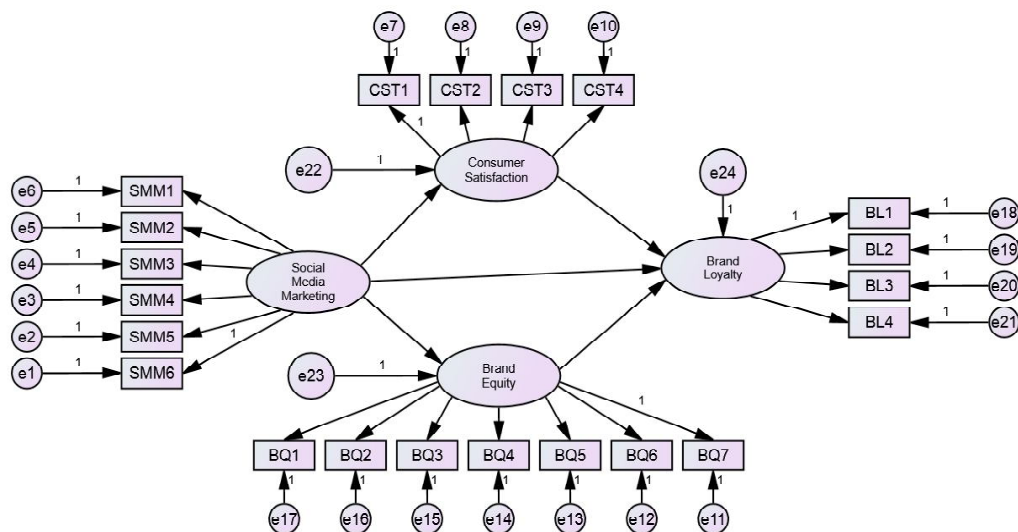


**Figure 2. SEM Model**

**Table 6.  Model Suitability Testing Indicators**

| Measurement Type | Measurement | Fit Model Decision | Processed | Decision |
|---|---|---|---|---|
| *Absolute fit measure* | *Chi-square* | *Low Chi-Square* | 622,440 | |
| | *p-value Chi-Square* | ≥0.05 | 0.000 | Poor Fit |
| | GFI | ≥0.90 | 0.682 | Poor Fit |
| | RMSEA | ≥0.10 | 0.126 | Poor Fit |
| | NFI | ≥0.90 | 0.758 | Poor Fit |
| | IFI | ≥0.90 | 0.758 | Poor Fit |
| | TLI | ≥0.90 | 0.788 | Poor Fit |
| | CFI | ≥0.90 | 0.814 | Marginal Fit |
| *Parsimonius fit measure* | CMIN/DF | Between 1 to 5 | 2.293 | Fit Model |

Source: Hair et al. (2010)

**Table 7.  Indicators of Model Fit Testing**

| Measurement Type | Measurement | Fit Model Decision | Processed | Decision |
|---|---|---|---|---|
| *Absolute fit measure* | *Chi-square* | *Low chi-square* | 408,121 | |
| | *p-value Chi-Square* | ≥0.05 | 0.000 | Poor Fit |
| | GFI | ≥0.90 | 0.795 | Poor Fit |
| | RMSEA | ≥0.10 | 0.093 | Model fit |
| | NFI | ≥0.90 | 0.841 | Marginal Fit |
| | IFI | ≥0.90 | 0.904 | Fit Model |
| | TLI | ≥0.90 | 0.885 | Marginal Fit |
| | CFI | ≥0.90 | 0.903 | Fit Model |
| *Parsimonius fit measure* | CMIN/DF | Between 1 to 5 | 2.293 | Fit Model |

Source: Hair et al. (2010)
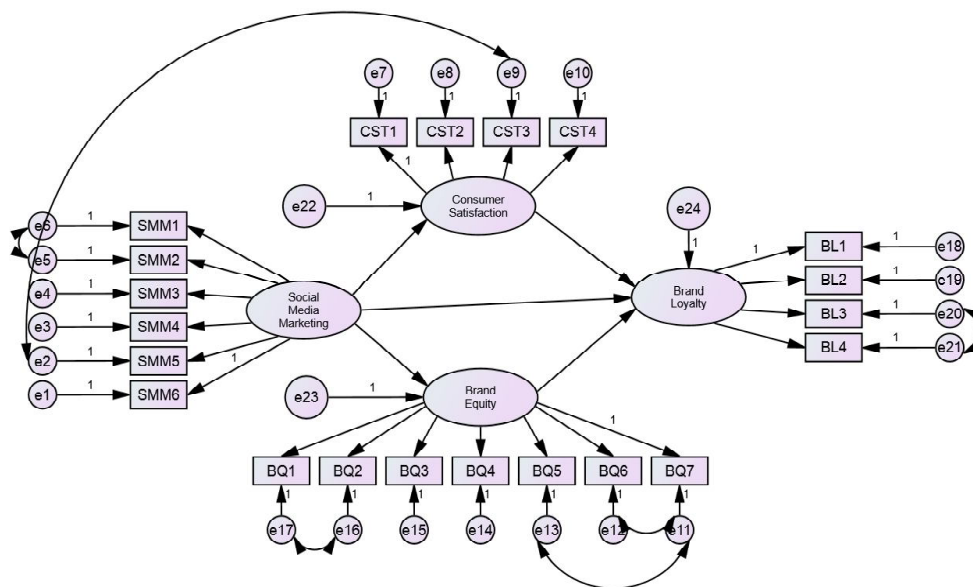


**Figure 3.   Results of The Revised SEM Model**

**Table 8. Research Hypothesis Test Results**

|  | Hypothesis Description | Estimate | CR | p-value | Conclusion |
|---|---|---|---|---|---|
| H1 | Social media marketing has a direct and significant influence on consumer satisfaction | 1.086 | 7.297 | 0.000 | Hypothesis supported |
| H2 | Social media marketing has a direct and significant influence on brand equity | 0.887 | 7.017 | 0.000 | Hypothesis supported |
| H3 | Consumer satisfaction has a direct and significant influence on brand loyalty | 0.175 | 0.276 | 0.782 | Hypothesis not supported |
| H4 | Social brand equity has a direct and significant effect on brand loyalty | 2,722 | 2,088 | 0.037 | Hypothesis supported |
| H5 | Social media marketing has a direct influence on brand loyalty | -0.133 | -301 | 0.381 | Hypothesis not supported |

Source: Data Processing Results (2022)

From the various criteria for testing the fit model, a number of model fit indicators can be selected, as shown in Table 6. The results of the processing of the 8 criteria used to test the suitability model, 1 criterion leads to the conclusion of the model suitability, namely CMIN/DF. In contrast, 1 criterion produces a conclusion. marginal fit model, namely CFI, and 6 criteria resulted in poor fit model conclusions, namely p-value Chi-Square, GFI GFI, RMSEA, NFI, IFI, and TLI. Because most of the fit model criteria were not met, the model was revised using modification indieis.

A number of model suitability indicators were selected from the various fit model testing criteria, which are shown in table 7. From the results for conformity testing, it is stated that from 8 model suitability testing parameters, 4 criteria get a model fitting conclusion, namely RMSEA, IFI, CFI, and CMIN/DF, and 2 criteria get a marginal fit model conclusion, namely NFI and TLI, and 2 criteria to produce a poor fit model conclusion, namely the p-value Chi-Square and. From the explanation above, hypothesis testing can be done because most model suitability criteria are met.

**Hypothesis test**
**Hypothesis 1:** The purpose of the test was carried out to determine the effect of social media marketing on consumer satisfaction. From the results of data processing, the estimated coefficient value is 1,086. It means increasing social media marketing, and then consumer satisfaction will also increase and vice versa. Ho is rejected (Ha is accepted) because the p-value of the t statistic is 0.000 < 0.05. So the conclusion is that it is proven that social media marketing has a relevant and positive influence on consumer satisfaction.

**Hypothesis 2:** The purpose of the test is to determine the impact of social media marketing on brand equity. From the results of data processing, the estimated coefficient value is0887. It means increasing social media marketing will also increase brand equity and vice versa with the p-value of the t statistic, which is 0.000 <0.05, which means Ho is rejected (Ha is accepted), this proves that social media marketing has relevant and positive impact on brand equity.

**Hypothesis 3:** The purpose of the test is to understand how the impact of consumer satisfaction on brand loyalty. From the results of data processing, it is found that the estimated coefficient value is 0.175. It means increasing *consumer satisfaction* will increase brand loyalty and vice versa. With the p-value of the t statistic 0.782 greater than 0.05, Ho is

accepted (Ha is rejected), so the conclusion is that it is not proven consumer satisfaction has a relevant impact on brand loyalty.

**Hypothesis 4:** Testing purpose conducted to understand how the impact of brand equity on brand loyalty. From the results of data processing, the estimated coefficient value is 2,722. It means that by increasing *brand equity*, brand loyalty will also increase and vice versa. With the magnitude of the p-value of the t statistic that is 0.037 smaller than 0.05, Ho is rejected (Ha is accepted), and the conclusion is that more increased *brand equity* will increase brand loyalty.

**Hypothesis 5:** The purpose of the test is to understand the impact of social media marketing on brand loyalty. From the results of data processing, the estimated coefficient is -0.133. With a large p-value of 0.381 greater than 0.05, Ho is rejected (Ha is accepted). The conclusion is that it is not proven that social media marketing directly impacts brand loyalty.

**DISCUSSION**

**Social Media Marketing on Consumer Satisfaction**

*Consumer satisfaction* is a comparison of the expectations that customers want with the experience that consumers get. Therefore if consumers feel satisfied or exceeded, they will repeat purchases (Vasic et al., 2019). Meanwhile, Boone and Kurtz (2002) stated that consumer satisfaction is "The ability of good or service to meet or exceed buyers' needs and expectations." Consumers will feel a feeling of satisfaction if the services provided can meet what they need and expect. Still, on the contrary, if the services provided cannot meet their needs and expectations, the customer will feel dissatisfied. This research proves that social media marketing has a relevant and positive influence on consumer satisfaction. That result is in accordance with the results of Ristiana's research (2022), which states that the higher social media activities carried out by fashion companies, the higher consumer satisfaction.

The research also shows that interesting content on the social media of e-commerce that they participate in will encourage consumers to visit the social media page. This social media allows consumers to interact directly, share the latest information, and exchange opinions with e-commerce. Responding to responses to any questions, comments, and consumer complaints properly will also make consumers feel satisfied. With increasing consumer satisfaction, a company will have high competitiveness compared to its competitors, and it will also be able to continue to survive in the long term in the market.

**Social Media Marketing on Brand Equity**

Users who intensively use social media daily will be exposed more often to social media marketing activities to create a positive impression and a good picture of social media. Husain et al. (2022) stated that social media marketing and brand equity activities have a positive impact. It was also found that brand equity and social media activity affect consumers' desire to buy a product. A study by Kusuma and Putri (2019) also proved that social media marketing has a relationship with brand equity.

This research shows that consumers can quickly recognize and remember e-commerce logos on the Instagram platform they follow. Through this Instagram social media, consumers also get interesting and varied offers and get services that match their expectations. With this good experience, customers will have a preference for e-commerce, which, of course, will build strong brand equity, which means that consumers will buy products they recognize and trust.

**Consumer Satisfaction on Brand Loyalty**

Kotler and Keller (2012) stated that consumer satisfaction is a person's feeling of pleasure or disappointment after comparing the imagined product performance (results) and the expected performance. Mowen and Minor (2002) stated that consumer satisfaction is defined as consumers' overall attitude after they get and use goods or services. The results of this study indicate that it is not proven

that consumer satisfaction has a significant effect on brand loyalty. On the other hand, previous research found a relationship between consumer satisfaction and brand loyalty. Tresna and Seminari (2018) research found that customer satisfaction has a positive and relevant impact on brand loyalty. Likewise, Wahyuni (2019) stated that the consumer satisfaction variable has a positive and relevant effect on brand loyalty through the mediation of brand love at Starbucks coffee outlets. These two studies were conducted on a product, namely the Nevada & Starbucks brand, while this research was conducted on services or services on online sales platforms that do not have their products. So the relationship between Consumer Satisfaction and Brand Loyalty will be very different because for Nevada or Starbucks products, before the product is marketed, they will go through a quality control process first so that it already has certain standards when the product is thrown into the market. At the same time, e-commerce such as Tokopedia, Shopee, Lazada, and others only act as platforms that sell multi-products sourced from various suppliers with different sales standards. So it is not uncommon for consumers to get an unpleasant experience because the advertised product does not match the actual one. Besides that, not a few products sold by e-commerce can also be found in e-commerce competitors at approximately the same price. It is what causes consumer satisfaction to not significantly influence brand loyalty in e-commerce such as Tokopedia, Shopee, Lazada, and others.

### Brand Equity on Brand Loyalty

*Brand equity* refers to well-known brand names, impressions of quality, strong brand relevance, and other assets, namely patents and trademarks (Abul, 2012). If consumers are not interested in a brand, make purchases based on product characteristics, price, and convenience, and care little about the brand, then brand equity is low. On the other hand, if consumers tend to continue to buy a brand even though it is presented on competitor products that provide better offers, for example, in terms of price and efficiency, the brand in question has high brand equity (Irwan et al., 2014 in Tresna and Seminari, 2018).

The results of this study prove that increasing brand equity will increase brand loyalty, meaning that with higher brand equity, customers tend to continue to buy a brand even though they are faced with superior competitor product offers.

### Social Media Marketing on Brand Loyalty

Direct two-way communication, interactive and interesting, and fast communication with customers can be created through social media. So social media marketing is believed to be able to increase the level of customer engagement and brand loyalty. The higher the Brand Loyalty, the more difficult it will be for competitors to enter. Besides that, with high Brand Loyalty, it will be able to avoid competitive threats from competitors. It is in accordance with the findings of Irawan and Hadisumarto (2020), which stated that social media marketing activities positively impact brand loyalty, brand trust, and brand equity.

However, in contrast to previous studies, the research results in this study found that it was not proven that social media marketing significantly impacted brand loyalty. It can happen because in choosing an e-commerce platform when shopping online, many important factors will be taken into consideration by consumers. Some of them are the quality and price of the product, the number of promotions offered, the choice of payment methods, customer service, store ratings/reviews, and last but not least, the delivery service offered.

When a customer is faced with the same product, but this product can be found on two or more different e-commerce platforms, the next consideration is to see what benefits each e-commerce platform can offer. When deciding to make purchases online, customers will prefer e-commerce, which offers them more benefits.

### CONCLUSIONS

From the above review, we can conclude that this study found evidence of a direct and significant effect of social media marketing on consumer sat-

isfaction. Social media marketing also has a direct and significant effect on brand equity. Meanwhile, it was also found that there was no direct and relevant effect between consumer satisfaction and brand loyalty. Then it was found that brand equity had a direct and significant effect on brand loyalty. Finally, there is no direct relationship between social media marketing and brand loyalty.

## IMPLICATIONS

Two hypotheses are rejected and different from previous studies, so research needs to be done to find other appropriate variables as mediation, to see how the customer satisfaction relationship can have a positive and relevant impact on brand loyalty. Likewise, the relationship between social media marketing and brand loyalty also needs to be searched for the addition of appropriate variables so that these two variables have a positive and relevant relationship.

What can be suggested is the importance of optimizing the use of social media marketing in order to reach a wider scope. Attractive social media marketing can influence consumer perceptions to form a good impression of a brand. Previous research stated that an increase in social media activity and brand equity would affect consumers' desire to buy products, an increase in brand equity will also have an impact on high brand loyalty.

## LIMITATIONS

Because this study has many limitations, it is hoped that further research can be perfect. Questionnaires with a wider range, more respondents, and the addition of question items are expected to provide a more detailed and in-depth picture of the relationship between variables.

Subsequent research can add the dependent variable or dimensions between the variables of social media marketing and brand loyalty, as well as between customer satisfaction and brand loyalty.

## RECOMMENDATIONS

Referring to the conclusions above, suggestions that can be given to the ownere-commerceis be-

cause of the direct and significant effect of social media marketing on consumer satisfaction, so to obtain a wider reach, the ownere-commercemust continue to optimize the use of social media marketing as a tool to promote goods and services as well as to communicate through community utilization. As explained in the previous chapter that brand equity and social media activity affect consumers' desire to buy a product. E-commerce must ensure that social media marketing is packaged attractively and positively so that users will continue to be interested in social media until a positive impression is created. And a good overview of the brande-commercethe. This will certainly increase brand equity, and it will also increase brand loyalty, considering that brand loyalty is one of the dimensions of brand equity. Further research must be conducted on whether it is necessary to add other variables as mediation to see whether customer satisfaction can affect brand loyalty positively and significantly to ensure that consumer satisfaction will strengthen brand loyalty. To see whether social media marketing is positively related to brand loyalty, as explained earlier because social media marketing activities have a direct positive relationship to brand loyalty and brand trust and equity.

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