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Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through The Brand Image

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The increasing number of hospitals built by both private and government parties requires a hospital to be ready to compete both in competing with domestic hospitals and in competing with international hospitals. This study aims to analyze the effect of social media marketing activities, brand awareness of RSIA X on the brand loyalty of outpatients in the midwifery section with brand image as an intervening variable. This study uses a quantitative approach, survey methods and correlation techniques with a non-experimental design using a cross-sectional study approach with a sample of 160 patients who are outpatient in the obstetrics department of RSIA X and become a follower in social media accounts of RSIA X. Social media marketing activities, brand awareness are independent variables. Brand image is an intervening variable and brand loyalty is a dependent variable. This study uses a questionnaire using a Likert scale while testing data analysis using SEM. The results showed a social media marketing and brand awareness had a positive and significant effect on brand loyalty mediated by brand image.

Keywords: xenobiotics, fluazinam, soil ATP, bioindicator, soil health

1. INTRODUCTION

The development of modern globalization that is now making all the increasingly sophisticated increasingly developing and experiencing rapid progress. Companies that advance and quickly adapt to the advancement of information technology will soon use social media as a marketing tool. Maximizing social media to deliver messages or whatever. The more people who use social media, the more product information chatter is spread [1]. Since the advent of social media, marketing has dramatically changed from using advertisements in brochures, television, newspapers, etc. to more modern forms with digital content. Increased brand awareness is one of the outputs targeted by marketers. Social media is used to build brand by marketers with strong social media, good value will be created in the eyes of consumers so as to encourage increased brand loyalty, so it is said social media will have a positive impact on brand loyalty [2, 3, 4]. Social media interactions fundamentally change communication between brands and customers [5]. Social interaction is one of the important motivators for creating content. Social media -

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can aid consumers as a space for discussion and exchange of ideas. Social interaction describes users who contribute to brand-related social media platforms to meet like-minded people, interact, and talk with them about specific products or brands [6, 7].

From the survey through interviews of 15 longtime midwifery poly patients said they chose to have their pregnancy examined not by social media but by word of mouth recommended by friends and relatives [8]. In the RSIA X, the use of social media only uses Facebook, there is no other social media, it should be with the development of increasingly sophisticated science and technology that can be utilized by the RSIA X to market and introduce widely about the RSIA X. So, it is not only on Facebook but through Google, Instagram, the official website, and so on. One of the efforts that must be done by hospitals to create customer loyalty is by building a strong brand, which will bring brand loyalty to the customer for this reason, if RSIA X already has a strong brand loyalty, various marketing strategies can be carried out to win the competition. The way to have a strong brand is to strengthen brand awareness so that brand

loyalty is created and to achieve this requires maximum commitment and effort and a considerable amount of time. From interviews with 15 long-standing patients, 2 patients complained to nurses in providing unclear information when asked to explain the doctor's explanation at the time of treatment and 1 patient complained of a long waiting time because the doctor performed surgery when the polyclinic service took place. Brand image is one of the brands images created by the company on the product to appear in the minds of consumers, while brand awareness as an introduction to the brand that raises the perception that this product already has strong characteristics [8]. Brand loyalty is one of the company's strategies to foster a sense of loyalty among consumers towards the brand [9, 10, 11]. Thus, perceived quality as perceived quality built by the brand of the product to be considered quality and useful. Marketing that uses social media, companies can build components in a brand that is able to build an introduction to the existence of a brand in the market, and also can shape the image of products produced by a brand [12]. RSIA X is included in the category of maternal and child hospital under the auspices of PT. INSANI GRAHA MEDIKA and managed by a team of experts who implement a modern management system by providing quality health services and supported by complete and modern facilities. RSIA X offers the right solution to solve health problems in the community, especially in the field of maternal and child health. A very strategic location and easily accessible from all corners of the city, especially East Jakarta and surrounding areas, making RSIA X is the right choice as the main destination hospital.

But according to a report from RSIA X from the data of the last three years, there was a decrease in poly obstetric patient visits from 2016, 26718 patient visits. In 2017, there were 25773 patient visits. In 2018, there were 24810 patient visits. Noting the number of visits of midwifery poly patients from year to year there was a decrease in the number of patient visits from 2016-2018 while RSIA X has a target so that patient visits can increase by 30% annually, but if seen from the data above, there is a mismatch between targets with its realization. The research objective is to analyze the influence of social media marketing activities, brand awareness of brand loyalty with brand image as an intervening variable for outpatients in the midwifery poly section of RSIA X.

2. METHODOLOGY

Brand loyalty is a measure of consumer loyalty to a brand while the dimensions and indicators for measuring brand loyalty, researchers adopt the dimensions of brand loyalty namely cognitive, affective, conative and action [13, 14]. Social Media Marketing is an attempt to use social media to persuade consumers to a valuable company, product and / or service, while the social media marketing

dimension namely entertainment, interaction, trendiness, customization and word of mouth [15, 16]. Brand awareness is the ability of a brand to emerge in the minds of consumers when they are thinking of certain product categories and how easily the name is raised while the dimensions and indicators for measuring brand awareness, namely recall, recognition, purchase, and consumption [17]. Brand image represents the personal symbolism of consumers consisting of all definitions and evaluations related to the brand, while the dimensions and indicators for measuring brand image are brand identity, brand personality, brand association, brand attitude & behavior, and brand benefit & competence [18].

A. Hypotheses

Based on the description above, the hypothesis is arranged as follows:

H₁: Social media marketing and brand awareness influence brand loyalty mediated by brand image. By doing good social media marketing, it will affect the awareness of the advertised brand on the minds of every consumer so that the image of the advertised brand will be firmly embedded in their memories, therefore there will be an increase in the same brand loyalty and continuously. The marketing mix had a significant impact on the image of the hospital while the image of the hospital significantly affected patient loyalty. Hospital image is able to be a significant intervention variable between the mix [19]. **H₂:** Social media marketing activities have a positive and significant effect on the brand image of RSIA X. If the hospital can market well, the hospital's brand image can be widely known and provide a positive outlook. It was found that social media marketing activities have been found as factors that influence brand image [20]. **H₃:** Brand awareness has a positive and significant effect on the brand image of RSIA X in the midwifery department. Brand awareness (brand awareness), even at the recognition stage, can arouse a sense of familiarity and provide ideas about brands and signals to remain committed to the same brand image. Thus, brand awareness significantly influences commitment and brand image significantly influences word-of-mouth and online commitment [21]. **H₄:** Brand awareness has a positive and significant effect on the brand loyalty of outpatients in the midwifery department of RSIA X. High brand awareness contributes to other brand factors such as brand loyalty and significantly influences brand market share. A high positive correlation between brand awareness and brand loyalty in their research on foreign makeup brands in Sri Lanka [22]. **H₅:** Brand image has a positive and significant effect on the brand loyalty of outpatients in the midwifery department of RSIA X. Brand image can have an effect on the minds of consumers so that it can influence consumer attitudes towards brands giving trust so as to create positive brand loyalty. Thus, brand image has something to do with brand loyalty [22]. **H₆:** Social media marketing activities

have a positive and significant impact on the brand loyalty of outpatients in the midwifery department of RSIA X. Social media marketing activities in the hospitality business affect customer brand loyalty, so indirectly social media marketing activities have an effect on brand loyalty. A social media marketing activity positively influence customer repurchase behavior [23].

This research uses a quantitative approach, survey methods and correlation techniques with a non-experimental design using a cross-sectional study approach. Data collection is done by surveying by distributing questionnaires. The collected data is processed using descriptive and quantitative analysis tools. The measurement method of this study uses measurements through the Likert scale method. The population in this study were all outpatients in the obstetric department of RSIA X and using social media. The number of samples taken in this study were 160 people. This research was conducted on outpatients in the midwifery section located at Jl. Heroes of the Revolution No.100 Pondok Bambu - East Jakarta. This research was conducted from July 2019 to January 2020. Data analysis used SEM (Analysis of Moment Structure) analysis using Linear Structural Relationship (LISREL) statistical software version 8.70. Total index value using the criteria of 3 boxes (Three-box Method).

3. RESULT AND DISCUSSION

In order to achieve the result, all items in each variable are valid because they have a loading factor value above 0.5 and a VE value above 0.5. All variables are reliable because they have a CR value greater than 0.7. This means that all indicators in this study prove to be valid and reliable so that they can proceed to the next stage. Most respondents aged 21-30 years were 46%, the last education was 83% of tertiary institutions, and 88% of respondents were married (see Table I).

Table I. Results of Measurement Validity and Reliability of Constructions

No	Variabel	Indikator	Standar Loading (Loading Factor)	Standar Loading ²	Measurement Error (1-Sqr Loading ²)	Construct Reliability	Variance Extracted
1	Social Media Marketing	SMME1	0.75	0.56	0.44	0.94	0.57
		SMME2	0.77	0.59	0.41		
		SMME3	0.75	0.56	0.44		
		SMME4	0.79	0.62	0.38		
		SMME5	0.72	0.52	0.48		
		SMME6	0.74	0.55	0.45		
		SMME7	0.72	0.52	0.48		
		SMME8	0.77	0.59	0.41		
		SMME9	0.77	0.59	0.41		
		SMME10	0.75	0.56	0.44		
		SMME11	0.76	0.58	0.42		
		Sigma	8.29	6.25	4.75		
Sigma ²	68.72						
2	Brand Awareness	BA1	0.80	0.64	0.36	0.87	0.63
		BA2	0.76	0.58	0.42		
		BA3	0.79	0.62	0.38		
		BA4	0.82	0.67	0.33		
		Sigma	3.17	2.51	1.49		
		Sigma ²	10.05				
3	Brand Image	BI1	0.81	0.66	0.34	0.90	0.64
		BI2	0.75	0.56	0.44		
		BI3	0.85	0.72	0.28		
		BI4	0.78	0.61	0.39		
		BI5	0.81	0.66	0.34		
		Sigma	4.00	3.21	1.79		
		Sigma ²	16.00				
4	Brand Loyalty	BL1	0.78	0.61	0.39	0.90	0.64
		BL2	0.82	0.67	0.33		
		BL3	0.76	0.58	0.42		
		BL4	0.81	0.66	0.34		
		BL5	0.83	0.69	0.31		
		Sigma	4.00	3.20	1.80		
Sigma ²	16.00						

Sumber: olah data SEM Lisrel

Thus, to see the overall fit of the model (goodness of fit) there are several criteria that can be used. The results of the goodness of fit analysis in this research model can be summarized in Table II below.

Table II. Goodness of Fit Test Result

Goodness of Fit Index	Cut of Value	Analysis Result	Evaluate the Model
Chi Square	≤ 308,25	343,03	Marginal Fit
Probability	≥ 0,05	0,0015	Marginal Fit
RMSEA	≤ 0,08	0,042	Close Fit
GFI	≥ 0,90	0,85	Marginal Fit
AGFI	≥ 0,90	0,82	Marginal Fit
NFI	≥ 0,90	0,97	Good Fit
NNFI	≥ 0,90	0,99	Good Fit
CFI	≥ 0,90	0,99	Good Fit
IFI	≥ 0,90	0,99	Good Fit
RFI	≥ 0,90	0,97	Good Fit
ECVT	Smaller than the saturated model and independence model.	2,86	Good Fit
AIC	Smaller than the saturated model and independence model.	455,03	Good Fit

Here, overall, the research model is good because overall the value of goodness of fit has been included in the category of good fit so that there is no need to modify the model and meet the criteria for goodness of fit. Overall, the model is good fit so the research model is good and can be accepted (see Figure 1).

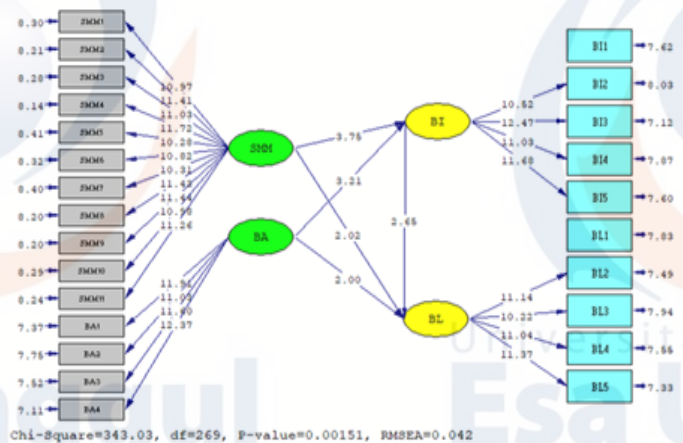


Figure 1. T Model Values Results

Based on statistical analysis using LISREL (Linear Structural Relationship) software, the results of hypothesis testing are obtained as a test of the causality relationship of each research variable. Based on Figure 1 social media marketing has a positive and significant effect on Brand Image because the t value is 3.75 where this value is greater than 1.96. Brand Awareness has a positive and significant effect on Brand Image because the t value is 3.21 where this value is greater than 1.96. Social Media Marketing has a positive and significant effect on Brand Loyalty because the t value is 2.02 where this value is greater than 1.96. Brand Awareness has a positive and significant effect on Brand Loyalty because the t value is 2.00 where this value is greater than 1.96. Brand Image has a positive and significant effect on Brand Loyalty because the t value is 2.65 where this value is greater than 1.96.

The magnitude of the influence of each latent variable directly (direct effects), indirect (indirect effects), and the total effect (total effects) in this study can be seen and summarized in Table III.

Table III. Direct, Indirect and Total Effects

Direction Of The Relationship	Direct Effect	Indirect Effect	
SMM→BI	0,50		
BA→BI	0,43		
SMM→BL	0,28		
BA→BL	0,29		
BI→BL	0,37		
SMM→BIBL		0,50 x 0,37 = 0,19	
BA→BI→BL		0,50 x 0,37 = 0,19	
The total effect of the relationship between SMM to BL			Direct Effect + Indirect Effect = 0,28 + 0,19 = 0,47
The total effect of the relationship of BA to BL			Direct effect + indirect effect = 0,29 + 0,16 = 0,45

Based on table III above, it is known that the large direct effect based on the results of the analysis conducted, it appears that the estimated results of the direct influence of social media marketing variables on brand image is 0.50. For the brand awareness variable towards brand image of 0.43. For social media marketing variables towards brand loyalty of 0.28. While the brand awareness variable towards brand loyalty is 0.29. And the brand image variable on brand loyalty is 0.37. Then the indirect effect (indirect effect) of social marketing media variables on brand loyalty mediated by a brand image of 0.19 and the brand awareness variable towards brand loyalty mediated by a brand image of 0.16. While the total effect between variables produced in the model and research results is the total effect (direct effect) + (indirect effect) for the total effect of social media marketing relations to brand loyalty of 0.47. And the total effect of the brand awareness relationship to brand loyalty is 0.45.

A. The influence of social media marketing and brand awareness on brand loyalty mediated by brand image

The results showed that in the social media marketing variable, the highest indicator contained in my statement was easy to express opinions through my social media account. In the brand awareness variable, the highest indicator is in the statement if you want to do an identical ultrasound go to RSIA X. For brand loyalty variables, the highest indicator contained in my statement is that I always check myself at the obstetric clinic of RSIA X. And brand image variable, the highest indicator is in the statement when I hear my heart, I always remember RSIA X because their motto is care with heart. Social media marketing is a means for consumers to share text, images, audio, and video in the form of information with one another with companies and vice versa. Here, brand awareness is about the strength of the track or the crowd in consumers' memories that reflects the ability of consumers to remember or recognize a brand under different conditions. Brand loyalty is a repurchase behavior that reflects a conscious decision when consumers continue to buy the same brand. Thus, brand image contains information and ideas owned by consumers about various brand products and product features. The results of this study show that the marketing mix carries a significant impact on the image of the

hospital while the image of the hospital significantly influences patient loyalty. A social media marketing as an independent variable simultaneously influences brand loyalty as a dependent variable mediated by brand awareness and brand image. Thus, it can be explained that by doing good social media marketing, it will affect the awareness of the advertised brand on the minds of every consumer so that the advertised brand image will be firmly embedded in their memories and therefore there will be an increase in the same brand loyalty and continuously, in this case related to RSIA X.

B. The effect of social media marketing activities on brand image

The results showed that in the social media marketing variable, the highest indicator contained in my statement was easy to express opinions through my social media account. For brand image variables, the highest indicator is in the statement when I hear my heart, I always remember RSIA X because their motto is care with heart. Social media is an online environment where people with similar interests gather to share their thoughts, comments and ideas. Brand image as "consumers' perceptions and preferences towards a brand, as reflected in the various types of brand associations stored in consumers' memories." Here, social media marketing activities have been found to be effective factors in brand image and brand loyalty. The most important component of social media marketing activities (SMMA), and airline SMMA has a significant effect on brand awareness and brand image. Take for example NPO websites improves the brand image of nonprofit organizations, and examines the relationship between various brand images created by the website and viewers' intention to contribute. Social media marketing strategies influence branding. The marketing mix had a significant impact on the image of the hospital while the image of the hospital significantly affected patient loyalty. The image of the hospital is able to be a significant intervention variable between the mix. If the hospital can market well, the hospital's brand image can be widely known and provide a positive outlook. Social media is used for business as a platform where direct marketing actions can be taken. In this sense, social media pushes the limits of time and space in business interactions with potential consumers and promotes them easily. By means of social media tools, businesses have the opportunity to advertise product and brand promotions, promotions and advertisements at low cost to their customers and receive feedback from them in this matter relating to RSIA X.

C. The influence of brand awareness on brand image

The results showed that the brand awareness variable, the highest indicator contained in the statement if you want to do an identical USG go to RSIA X. For brand image variables, the highest indicator is in the statement when I hear my heart, I always remember RSIA X because their

motto is care with heart. Brand awareness reflects concrete brand indicators such as names, signs, symbols and slogans, while brand image is the brand's position in the minds of consumers outside of these signs. Brand image represents the personal symbolism of consumers which consists of all definitions and evaluations related to the brand. Brand image as "consumers' perceptions and preferences towards a brand, as reflected in the various types of brand associations stored in consumers' memories. That brand awareness significantly influences commitment and brand image significantly influences word-of-mouth and online commitment. Brand awareness, even at the recognition stage, can arouse a sense of familiarity and provide ideas about brands and signals to remain committed to the same brand image, in this case relating to RSIA X.

D. The influence of brand awareness on brand loyalty

The results showed that the brand awareness variable, the highest indicator contained in the statement if you want to do an identical USG go to RSIA X. For the brand loyalty variable, the highest indicator contained in my statement is that I always check myself with the midwifery polyclinic of RSIA Bunda Aliyah. Brand awareness is a general goal of marketing communications, high brand awareness is expected whenever a category need arises, the brand will be brought back from memory which will then be considered as various alternatives in making decisions. Brand loyalty is a repurchase behavior that reflects a conscious decision when consumers continue to buy the same brand. A high positive correlation between brand awareness and brand loyalty in their research on foreign brands. The influence of variable brand awareness, brand image, and word of mouth on brand trust so that brand loyalty is formed. Brand awareness influences buying interest and brand awareness, brand image, and brand loyalty have a significant influence on brand extension which in turn also affects the parent brand. High brand awareness contributes to other brand factors such as brand loyalty and significantly influences brand market share. In other words, brand awareness is a significant source of brand loyalty for business, in this case relating to RSIA X.

E. The influence of brand image on brand loyalty

Test results on brand image and brand loyalty variables show that there is a significant positive effect between brand image on brand loyalty. The results showed that in the brand image variable, the highest indicator was in the statement when I heard my heart, I always remembered RSIA X because their motto was care with heart. For brand loyalty variables, the highest indicator contained in my statement is that I always check myself at the obstetric clinic of RSIA X. Brand image (brand image) is the perception and preference of consumers towards a brand, as reflected in various types of brand associations stored in consumers' memories. Meanwhile Brand loyalty is a measure of consumer loyalty to a brand. Brand image has

to do with brand loyalty has a significant influence on brand loyalty in banking services. Thus, brand image has a positive effect on brand trust and brand image and brand trust has a positive effect on brand loyalty. The influences of brand awareness, brand image, and word of mouth variables on brand trust so that brand loyalty is formed. Brand image variables have a significant positive effect on brand loyalty. Brand image can have an effect on consumers' minds so that it can influence consumers' attitudes towards brands giving trust so as to create positive brand loyalty, in this case related to RSIA X.

F. The influence of social media marketing activities on brand loyalty

The test results on the variable social media marketing activities and brand loyalty show that there is a significant positive effect between social media marketing activities on brand loyalty. The results showed that on the variable social media marketing activities, the highest indicator contained in my statement was easy to express opinions through my social media account. As for the brand loyalty variable, the highest indicator contained in my statement is that I always check myself at the obstetric clinic of RSIA X Social media is an online environment where people with similar interests gather to share their thoughts, comments and ideas. Brand loyalty is the choice made by consumers to buy certain brands compared to other brands in one product category. A social media marketing communication influences customer attitude. Here, social media marketing activities positively affect customer repurchase behavior. Campaigns conducted on social media have a positive and significant effect on brand loyalty. The direct effect of Social Media Marketing on brand trust, brand trust variables on brand loyalty. The rise of social media for now can be utilized by the Hospital, marketing through social media that is made so interesting is the biggest opportunity that can be done by RSIA X to introduce products and services because for now more people use social media so easily and easily quickly patients can find out the latest and updated information so as to increase a patient's loyalty to RSIA X.

G. Research Findings

Based on the results of the analysis note that the research findings on the results of this study are that there is a positive and significant effect between social media marketing and brand awareness on brand loyalty mediated by brand image. There is a positive and significant influence between social media marketing on brand image. There is a positive and significant influence between brand awareness on brand image. There is a positive and significant influence between brand awareness and brand loyalty. There is a positive and significant influence between brand image on brand loyalty. There is a positive and significant influence between social media marketing on brand loyalty outpatients in the midwifery department.

4. CONCLUSIONS

Social media marketing builds high brand awareness that will affect the advertised on the minds of every consumer so that the advertised brand image will be firmly embedded in their memories and therefore there will be an increase in the same brand loyalty and continuously. Social media marketing has a positive and significant impact on the brand image of RSIA X in the midwifery department. This means that the higher the social media marketing, the higher the brand image. Thus, if the hospital can market well, the hospital's brand image can be widely known and provide a positive outlook. Brand awareness has a positive and significant effect on the brand image of RSIA X in the midwifery department. This means that the higher the brand awareness, the higher the brand image. With the brand awareness can provide a sense of intimacy, comfort and closeness about a brand to remain committed to the same brand image, RSIA X. Brand awareness has a positive and significant impact on the brand loyalty of outpatients in the midwifery department of RSIA X. This means that the higher the brand awareness, the higher the brand loyalty. With high brand awareness, brand loyalty can increase indirectly. Brand image has a positive and significant effect on the brand loyalty of outpatients in the midwifery department of RSIA X. In other words, the higher the brand image, the higher the brand loyalty. The better the hospital's brand image, the higher the level of patient loyalty will be in utilizing health care facilities at the hospital. Social media marketing has a positive and significant effect on the brand loyalty of outpatients in the midwifery department of RSIA X. Thus, the higher the social media marketing, the higher the brand loyalty. For now, more people use social media so that patients can easily and quickly find the latest and updated information so as to increase a person's loyalty.

From social media it is very easy for someone to get the information needed, so to ask questions or express opinions about something will be very easy even if that person does not come to his place. The RSIA must realize that such a small thing can affect a patient's level of loyalty. From the results of the study note that the indicator that most influences is recall (how far consumers remember the brand). This implies that the RSIA X can use nicknames or easy-to-remember calls such as a "bundal" hospital, with the call making it easier for consumers to remember the hospital. And the RSIA can make one of the doctors who are in great demand by patients to become the RSIA icon, such as dr. Sri, SpOG. So, this will affect the interest in coming back to this hospital and will have an impact on the progress of RSIA X. From the results of the study note that the indicator that most influences is the brand association. This implies that RSIA X should promote more or advertise everything about RSIA X that is displayed as attractive as possible, especially RSIA X's motto, so that more often someone sees the advertisement will be embedded in his mind well,

because a good brand image also indicates service quality which is also good because the quality of service is part of the brand image so that it can affect the level of loyalty of a patient.

It is expected that the RSIA X can take advantage of the use of social media with a very up-to-date display, displaying information on social media accounts is the latest information and information disseminated should highlight the superior services available at RSIA X, so that followers of social media accounts or patients are captivated and are interested in discussing or recommending information disseminated on social media accounts to friends, family or others. And the marketing department to be more active in conducting promotions and publications, so that it is hoped that the public can get to know RSIA X.

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