The Social Media Marketing Effect On Brand Awareness And Brand Loyalty In Lasik Clinic Jakarta, Indonesia

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The number of internet users in Indonesia has increased every year reached 18.9% of 171.17 million Indonesians have accessed social media services. Social media is known to be a place for effective and efficient promotion. Thus, the one of clinics namely Lasik Clinic is operating in the field of Lasik surgery. Founded in 2017, only less than 20% of new patients knew the clinic through social media. Social media marketing (SMM) is a marketing process through social media platforms. Brand awareness (BA) is the ability of customers to remember a brand. Brand loyalty (BL) is a measure of the customer's relationship to a brand. Social media marketing is known to increase BA and BL. Thus, in this study study aims to analyze the effect of SMM on BA and BL of the clinic. Data collection was carried out using questionnaires on 100 patients and families which is the data performed validity and reliability tests. Here, data analysis was processed using the SEM LISREL method. The results of the data description obtained SMM, BA, BL on the questionnaire included in the high category with each value 82.14%, 81.87%, and 84.73%. The results of data analysis showed that there was a significant influence between SMM on BA (T = 5.13) and BL (T = 4.74) which was in accordance with some previous studies whereas BA had no significant effect on BL (T = 1.72) which not in accordance with previous research. This may be caused by other factors not examined in this study.

Keywords: Social Media Marketing, Brand Awareness, Brand Loyalty

1. INTRODUCTION

According to the results of this APJII survey the behavior of the second largest internet users is as much as 18.9% of the total 171.17 million people of Indonesia have accessed social media services. In the first rank Indonesian internet users access communication services via message. The rest, Indonesian internet users access services such as, search engines, see images or photos, see videos, etc. [1]. A social media is defined as an online application program, platform, or mass media tool that facilitates interaction, collaboration, or sharing content between users in general [2]. The use of targeted social media can have a positive impact on its users. Business companies can carry out activities such as creating a profile of their brand and introducing online customer service, product information, and special offers in a simple, inexpensive, and sustainable way using social media marketing as a forum to inform consumers about brands is a very good way of creating brand awareness of products, plus marketing costs incurred will be effective

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considering the number of social media users themselves [3, 4]. An economical way to increase brand awareness and brand loyalty is through social media and it can be said that social media can help companies to create brand loyalty through networking, conversation, and socialization [5, 6, 7]. The creation of brand awareness and brand loyalty is needed by the company to be able to create a good company reputation. Lasik Clinic offers eye health services, especially in refractive surgery services, namely lasik. By presenting its modern and sophisticated diagnostic and surgical lasik surgery tools always provide perfect service results.

2. METHODOLOGY

A. Brand loyalty

Understanding Brand loyalty is a brand loyalty is a form of consumer preference consistently for making purchases on the same brand on specific products or certain service categories. Brand loyalty includes attitudes (involving cognitive, affective, and consumer conative aspects of the brand) and behavior. Brand loyalty measurement in this

study uses the characteristics of consumers who have brand loyalty in a brand [7]. The dimension of Brand loyalty consists of four types, namely:

a)   Cognitive
Is a representation of what is believed by consumers. This cognitive component contains consumers' perceptions, beliefs and stereotypes about a brand. Brand loyalty means that consumers will be loyal to all information regarding price, brand features and other important attributes.

b)   Affective
Namely a component based on consumer feelings and commitment to a brand. Consumers have emotional closeness to the brand. Brand loyalty in this aspect is a function of the feelings (affect) and consumer attitudes towards a brand such as feeling like, happy, fond and satisfaction on the brand.

c)   Conative
Is the boundary between the attitude and behavior dimensions that are represented through the tendency of consumer behavior to use the same brand in the future opportunity. In addition, this component is also related to the tendency of consumers to buy a brand because it has formed a commitment in themselves to continue to consume the same brand.

d)   Action
The form of behavior is to buy back a brand by a consumer in a certain product category and recommend or promote the brand to others. This aspect leads to the behavior of repurchasing a brand by a consumer in a certain product category and recommending or promoting that brand to others.

B. Brand awareness
Brand awareness or brand awareness means the ability for consumers to recognize and remember the brand in different situations. Brand awareness consists of brand recall and brand recognition. Brand recall means that when consumers see product categories, they can remember brand names exactly, and brand recognition means consumers have the ability to identify brands. Here, brand has broken down brand awareness into two dimensions: brand recall and brand recognition and can be described as Recognition and Recall.

C. Social media marketing
Social media marketing (SMM) is a prominent stream of research over the past decade, which illustrates various aspects of customer relations. An important component of digital marketing is social media. Social media is a means for consumers to share text, image, audio and video information with one another even with companies, and vice versa. Social media allows companies to be able to strengthen communication activities in a cost-effective manner.

Social media can also encourage companies to remain innovative and relevant. Broad social media reception, seen from the fact that 93 percent of users of this platform believe that all companies must ensure their presence on social media. Here, social media marketing activities are part of online marketing activities that complement traditional web-based promotion strategies, such as e-mail newsletters and online advertising campaigns. Thus, the relationship between variables in this study is captured over Figure 1 as follows:
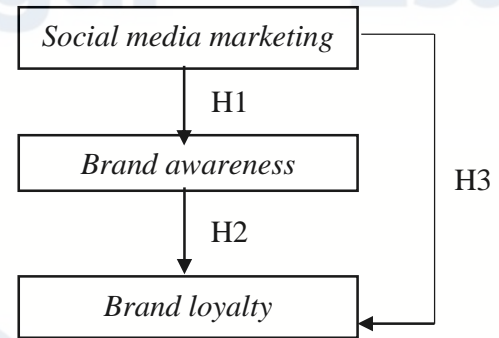

Figure 1. Research model

From the research model above, the hypothesis that can be proposed as follows:

H₁: *Social media marketing has a significant effect on Lasik Clinic brand awareness*

H₂: *Social media marketing has a significant effect on Lasik Clinic brand awareness*

H₃: *Social media marketing has a significant effect on Lasik Clinic brand loyalty*

In this study, we use quantitative research using a questionnaire method. Quantitative research is based on data collected that is quantitative. While correlational techniques relate to data collection to determine whether there is a relationship between two or more variables, and can measure the extent of the relationship between these variables. In this case the independent variable to be tested is social media marketing (X), the dependent variable is brand awareness (Y) and brand loyalty (Z). The study was conducted on patients and families of Lasik Clinic. The questionnaire used contained a number of questions about social media marketing variables of 14 questions, brand awareness variable of 3 questions, and brand loyalty variable of 3 questions. As a general rule, some researchers recommend a 5: 1 ratio for each variable. This meant that because the questionnaire items were designed as many as 20 items, the minimum sample size was 20 x 5 = 100. So, the total sample in this study was = 100 people. The research instrument uses a Likert scale with a scale of 1 - 5. Data collection is done by distributing questionnaires. Preceded by validation and reliable testing of 30 samples. Hypothesis testing was analyzed using Structure Equation Modeling (SEM) data analysis techniques using LISREL software.

3. RESULT AND DISCUSSION

Based on the results of the univariate analysis the average responses of respondents on the questionnaire in the three variables of social media marketing, brand awareness, and brand loyalty are included in the high category with each value of 82.14%, 81.87%, and 84.73% (see Table I).

Table I. *The measurement results of construct validity*

Dimension	Variable	*Loading Factor*	T value	Results
Enter-tainment		0,83	9,85	Accepted
Interac-tion		0,76	8,68	Accepted
Trendi-ness	*Social media marketing*	0,77	8,75	Accepted
Adverti-sement		0,82	9,63	Accepted
Customi-zation		0,77	8,80	Accepted
BA1	*Brand aware-ness*	0,85		Accepted
BA2		0,92	10,88	Accepted
BA3		0,76	8,82	Accepted
BL1	*Brand loyalty*	0,78		Accepted
BL2		0,68	5,63	Accepted
BL3		0,58	4,91	Accepted

Table I shows that all questionnaires for each variable of social media marketing, brand awareness and brand loyalty can be said to be accepted / valid because all the loading factor values have a good match (> 0.50) and the t-value is greater than 1.9 compared another dimension. Thus, in this study the structural test has performed to see SEM model (see Table II).

Table II. *Structural equation model*

BA = 0.56*MSM, Error var.= 0.69, R² = 0.31
(0.11) (0.14)
5.13 4.85
BL=0.21*BA+0.64*MSM, Error var=0.40, R²=0.60
(0.12) (0.14) (0.15)
1.72 4.74 2.62

The structural model equation is showed in Table II by looking at the value of R². The value R² is used for each equation, showing how far the independent variable is able to explain the dependent variable. The first analysis is MSM (Social Media Marketing) affect BA (Brand Awareness) with R 2 of 0.31. This means that 31% of the variant of BA (Brand Awareness) can be explained by the MSM variable (Social Media Marketing), while the remaining 69% can be explained by other variables not included in this study. A second analysis that is jointly BA (Brand Awareness) and MSM (Social Media Marketing) affect BL (Brand Loyalty) with R 2 of 0.60.

This means that 60% of the variance of BL (Brand Loyalty) can be explained by the variable BA (Brand Awareness) and MSM (Social Media Marketing), while the remaining 30% can be explained by other variables not contained in this study (see Table III).

Table III. *Goodness of fit analysis results*

Group	Indicator	Value	Results
1	*Degree of Freedom*	39	
	Chi Square	33,73	
	NCP	0,0	*Good fit*
	Confidence Interval	0,0; 11,65	
2	RMSEA	0,0	
	Confidence Interval	0,0; 0,055	*Close fit*
	P Value	0,093	
3	ECVI *Model*	0,94	
	ECVI *Saturated*	1,33	
	ECVI *Independence*	12,79	*Good fit*
	Confidence Interval	0,94: 1,06	
4	AIC *Model*	87.73	
	AIC *Saturated*	132,00	
	AIC *Independence*	1266,55	
	CAIC *Model*	185,07	*Good fit*
	CAIC *Saturated*	369,94	
	CAIC *Independence*	1306,16	
5	NFI	0,97	
	CFI	1,00	
	NNFI	1,00	
	IFI	1,00	*Good fit*
	RFI	0,96	
	PNFI	0,69	
6	*Critical N*	167,29	*Marginal fit*
7	GFI	0,94	
	Standardized RMR	0,051	
	AGFI	0,90	*Marginal fit*
	PGFI	0,56	

From the analysis of group 1 to group 7, almost all test results obtained a good match including Chi Square, ECVI, AIC and CAIC, and Fit Index. The results from the Marginal fit on the Goodness of Fit and Critical N. While the close fit results on RMSEA. From the results of the analysis above, it can be concluded that the suitability of all models has met the requirements. In this study, there are three hypotheses tested and based on the test results, the results are obtained:

Table IV. Hypotheses Assessment

No	Statement	T value	Results
H₁	Social media marketing affects brand awareness Lasik Clinic	5,13	Data supports the hypothesis
H₂	Brand awareness does not affect brand loyalty Lasik Clinic	1,72	Data does not support the hypothesis
H₃	Social media marketing affects brand loyalty Lasik Clinic	4,74	Data supports the hypothesis

Furthermore, this study produces a path diagram as shown in Figures 2 and 3 to assess hypotheses.
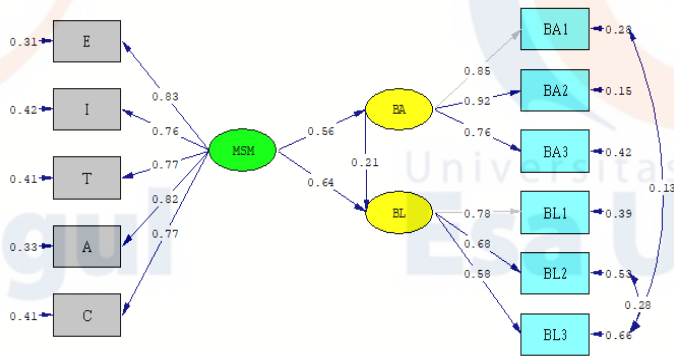
Figure 2. Path Diagram Standardized Solution
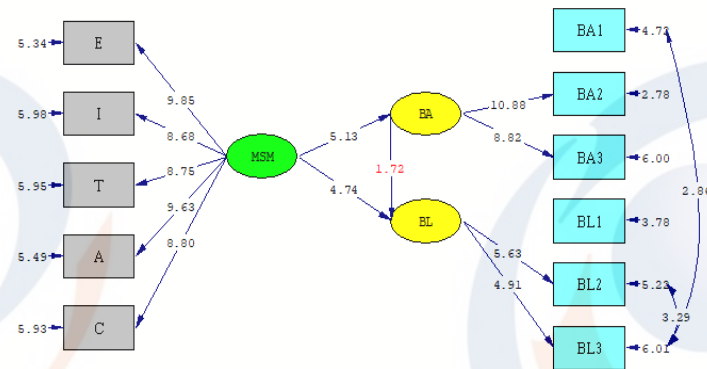
Figure 3. Path Diagram T-Value

A. Mediation analysis

Mediation variable analysis can be done through two approaches, namely, the coefficient difference and multiplication. The approach first carried out by way of doing examination through analysis with and without variable mediation, while the method of the second performed by using procedure mediation. The test results show Social Media Marketing (MSM) has a direct effect on Brand Awareness (BA) with a value of t = 5.13 (> 1.96). At Social Media Marketing (MSM) impact directly on Brand Loyalty (BL) with the value of t = 4.74 (> 1.96) and while on Brand Awareness does not affect it directly to Brand Loyalty with a value of t = 1.72 (< 1, 96). So, it can be concluded that Brand Awareness (BA) does not mediate the relationship between Social Media Marketing (MSM) and Brand Loyalty (BL). However, Social Media Marketing (MSM) effects directly to Brand Loyalty (BL). Figure IV shows the direct and indirect effect of each variable over hypotheses assessment.

Table IV. Direct and indirect effects of each variable

Standardized Total Effects of KSI on ETA		
	Social media marketing	
Brand awareness	0.56	
Brand loyalty	0.76	
Standardized Indirect Effects of KSI on ETA		
	Social media marketing	
Brand awareness	-	
Brand loyalty	0.12	
Standardized Total Effects of ETA on ETA		
	Brand awareness	*Brand loyalty*
Brand awareness	-	-
Brand loyalty	0.22	-

To see the mediating role of brand awareness, you can compare the direct effect with the indirect effect of social media marketing variables on brand loyalty. In the table above, the total effect of social media marketing on brand loyalty is 0.76. While the value of indirect effects from social media marketing on brand loyalty is 0.12. To find out the direct effect, the formula used is the value of the total effect minus the indirect effect. The following equation is obtained: 0.76 - 0.12 = 0.64. Because the indirect effect value (0.12) is smaller than the direct effect (0.64), it can be concluded that the brand awareness variable does not mediate between social media marketing variables and brand loyalty. Thus, the results of this study are influenced by social media marketing activities carried out by the Lasik Clinic that have been so effective in increasing brand awareness. The management of social media marketing carried out on Instagram, Facebook, Twitter, and website accounts has been oriented to an attractive, trendy, and informative way so as to attract prospective patients and families to visit the Lasik Clinic combined with good quality service making patients and the family remembers the name and logo of the Lasik Center SILC all the time. The results of this study are consistent with previous studies conducted that social media marketing activities were found to be effective factors of brand awareness. The results of this study are also showing that a significant influence on brand awareness. Thus, a social media marketing significantly has a positive effect on brand awareness, which is in accordance with the results of this study. Moreover, in the previous research conducted by previous research which is states that the value of high brand awareness will create high brand loyalty as well. The different things from the results of this study, namely brand awareness and brand characteristics significantly affect customer loyalty. Here, brand awareness positively predicts brand loyalty, which is contrary to the results of this study.

The results of this research show that there is no significant effect of brand awareness on brand loyalty, possibly because patients and families have done things that characterize brand loyalty such as going to the eye health check at the Lasik Clinic compared to other eye clinics and recommending it to others, not because they remember the name and logo of the Lasik Center SILC, but rather based on good management of social media marketing as will be explained in the next paragraph or because of good service quality, but this was not explained in this study. Thus, social media marketing activities carried out by the Lasik Clinic that have been so effective in increasing brand awareness. The management of social media marketing carried out on Instagram, Facebook, Twitter, and website accounts has been oriented to an attractive, trendy, and informative way so as to attract prospective patients and families to visit the Lasik Clinic combined with good quality service making patients and the family chooses to have an eye health check or undergo Lasik procedures at Lasik Clinic and recommend it to others. A social media marketing activity were found to be effective factors of brand loyalty. Thus, significant effect on brand loyalty also significant with positive relationship between social media marketing and customer brand loyalty. After analyzing the data, it was found that social media marketing significantly affected both brand awareness and brand loyalty dependent variables. This is caused by social media marketing management done on account Instagram, Facebook, twitter, and the website has been oriented to how attractive, trendy, and informative to attract prospective patients and families to visit Lasik Clinic combined with the quality of service which both makes the patient and family remember the name and logo of the Lasik Clinic, choose to have eye health checked at the Lasik Clinic compared to other clinics, or undergo Lasik procedures at the Lasik Clinic and recommend it to others. Furthermore, social media marketing positively influences brand awareness and brand loyalty. Here, social media marketing has a significant influence on brand loyalty and brand awareness.

Moreover, the high value of brand awareness will create high brand loyalty. Thus, brand awareness positively predicts brand loyalty, which is contrary to the results of this study. This result might be caused by patients and families who have done things that characterize brand loyalty such as going to the eye health check at the Lasik Clinic compared to other eye clinics and recommending it to others, not because they remember the Lasik Clinic name and logo, but based on management good social media marketing or because of good service quality, but this is not explained in this study. Furthermore, this study was performed at the time of acceptance of the students such as the Police Academy so that the age of respondents is not spread evenly, but the majority aged 16-21 year. In additions it is because the majority of respondents aged school who have not have income, so that determines to do action Lasik on patients are parents who put out the money, we did not ask what factors deciding which makes patients choose Lasik Clinic over the place else. In the study it was also not asked whether the respondent when done retrieval of data questionnaire is a visit first or already several times visited.

4. CONCLUSIONS

The study of brand awareness of Lasik Clinic has successful. Here, social media marketing significantly influences brand awareness. This means that if social media marketing activities are increased, their influence will increase brand awareness of Lasik Clinic patients. Brand awareness does not significantly influence brand loyalty. This means that both high and low patient brand awareness has no effect on the high or low brand loyalty of Lasik Clinic patients. Thus, social media marketing significantly influences brand loyalty. This means that if social media marketing activities are increased, their influence will increase the brand loyalty of Lasik Clinic patients. The implication this study may not always be serious in posting both on Instagram, Twitter, Facebook, or the website. Each activity must be interspersed with entertainment so that customers who follow social media accounts are not bored. In addition, The interaction between the customer and the manager of social media accounts must be increased so that the customer feels that Lasik Clinic is serious about serving customers who come directly, contact via telephone, or via the social media comment column. The management of social media marketing activities must always keep abreast of the times, pay attention to competitors' social media accounts or other social media accounts that are visited by many customers, so that the style of writing or drawing posted is out of date. In all social media platforms, including Instagram, Twitter and Facebook, there are paid advertising features where the manager of social media accounts can pay the manager of the platform so that content distributed by social media accounts can be forwarded to users who have not even followed the account. Furthermore, provide all the information needed by the customer on a social media account or at least provide a way or contact for how the customer can get the information needed, not to confuse the customer to find information also make videos or other content that contains the atmosphere of the service and waiting room at Lasik Clinic which is very comfortable and interesting.

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