

# How much media marketing and brand image reinforce ecommerce consumer loyalty?

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## How much media marketing and brand image reinforce ecommerce consumer loyalty?

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### ABSTRACT

The purpose of this study was to analyze the effect of social media marketing variables on brand image variables and e-commerce customer loyalty variables in Indonesia. The method used in this study uses quantitative methods through online surveys. This study used a sample of 345 respondents who were determined by the snowball sampling method. The research data was distributed using an online questionnaire via Google form. Data analysis of this research uses a SEM model using SmartPLS 3.0 software. Based on data analysis, it can be concluded that the Social media marketing variable has a significant effect on the brand image of e-commerce consumers, the brand image variable has a significant effect on the e-commerce consumer loyalty variable and the Social media marketing variable has a significant effect on the e-commerce consumer loyalty variable.

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## 1. Introduction

In 2020, Indonesia was the country with the highest rate of e-commerce adoption in the world. The development of e-commerce in Indonesia tends to have an increasing trend. The penetration of internet and social media users in Indonesia can be used as an alternative to marketing activities, namely through social media marketing. According to Bilgin (2018), the use of social media not only supports communication and entertainment, but also it plays an important position in the business world. The use of social media as a business support tool can be done with social media marketing as a marketing technique to promote products and collaborate with consumers to achieve business goals. According to Arghashi et al. (2021) and Azizan and Yusr (2019), social media marketing is not only a product sales strategy, but also it can build connections between companies and customers, even between customers. Social media marketing can increase the effectiveness of marketing activities with a broad reach and can build long-term relationships with customers.

An increase in sales can occur if consumers are satisfied with the products or services provided by the company. The higher the level of consumer satisfaction, the higher the customer loyalty. The strategy used to get loyal consumers is relationship marketing which includes segmentation and loyalty programs (Barreda et al., 2020; Bilgi, 2018). The company will benefit more if it has loyal customers since it can provide efficiency in the company's marketing costs. The ranking data for the period 2017-2020 shows that the rankings have changed between e-commerce sites. The ranking movement shows that consumers can switch transactions from one e-commerce site to another easily. Therefore, the strategy of increasing the number of visitors and customer loyalty needs to be studied by companies engaged in this industry. In addition, this paper tries to fill the gap on previous research: social media marketing to evaluate the effectiveness of marketing activities.

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Gökerik et al. (2018) stated that brand image is a consumer's perception and preference for a brand. Brand image contains information and ideas about various product features. Brand image is formed because of marketing communication, consumption experience, and social influence. Brand image can be defined as a representation of consumer symbolism towards brand evaluation (Chen et al., 2011; Gokerik et al., 2018). Brand image can help consumers recognize their needs and satisfaction with the brand, as well as differentiate between competitors and motivate customers to buy the brand. Images created by companies can help consumers in gathering information, differentiating brands, and creating reasons to buy (Gökerik et al., 2018). Brand image is a collection of brand associations formed and attached to the consumers' minds. Brand image is an important factor in consumer decision making (Cheung et al., 2019). A strong brand image can strengthen a company's competitiveness. Brand image is a powerful tool to attract new customers by influencing their behavior using various strategies that will make them loyal to a brand.

Loyalty is a customer's commitment to repeat purchases on a regular basis. Customer loyalty is defined as the willingness of customers to use and buy products or services at one company repeatedly, not easily influenced by other brands, and voluntarily introduce these products and services to others (Judson et al., 2012). Loyalty is a commitment owned to buy and use the same product or service. Jamali and Khan (2018) defined customer loyalty as a commitment held by customers to repurchase products or services continuously in the future. If organizations want to have a lot of loyal customers, they need to provide social and financial benefits to their customers. Loyalty can be built by establishing long-term relationships, providing incentives, managing customer complaints, and encouraging feedback from customers. Strategies to increase customer loyalty can maintain long-term relationships, reduce marketing costs, and enrich sales.

## 2. Literature Review

### 2.1 Social Media Marketing

Siregar et al. (2021) state that social media marketing is a form of internet marketing that seeks to achieve the goals of brand marketing and communication through participation in various social media networks. Thus, it can be concluded from several expert opinions that social media marketing is all marketing activities using social media as a medium to market a product/service by creating interesting content in it to persuade consumers. According to Merisavo (2006), social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing. According to Tammubua et al. (2021), social media marketing is a process that encourages individuals to promote through their websites, products or services through online social channels and to communicate by leveraging a much larger community who are more likely to do marketing than through advertising channels. Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals. According to Sugianto et al. (2021), social media marketing is a form of marketing using social media to market a product, service, brand or issue by utilizing the audiences who participate in social media. Social media marketing is a system that allows marketers to be involved in collaborating, interacting and leveraging the intelligence of the people who participate in it for marketing purposes. Sugianto et al. (2021) define social media marketing as a marketing strategy that people use in the form of online networks. Social media marketing programs are usually centered around creating content that grabs attention and encourages readers to share it with their social networks. According to Tammubua et al. (2021) and Merisavo (2006), social media marketing is a marketing strategy using social media to market products or services by utilizing the people who participate in it for marketing purposes.

Promotion through social media plays an important role in disseminating information, influencing consumers and reminding the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company and promotions affect consumer loyalty. Social media has an important role in the buying decision process and with promotion through social media, the company's products can be known by consumers. Promotion through social media plays an important role in relation to consumer satisfaction, if the higher the promotion is expected to have a positive impact on consumer satisfaction. Social media marketing alone can make it easier and add value to their products, cheaper and more efficient. The impact on sales will be large if many consumers and customers visit the site and know the brand that is being offered. One of the goals of effective marketing is to introduce the existence of a product to be top of mind in consumers' mind and make it brand preferences for consumers today.

### 2.2 Brand Image

According to Adam et al. (2020), brand image is a number of beliefs, ideas, and impressions held by a person about an object. Meanwhile, brand image is the perception and belief held by consumers, as reflected in the associations that are embedded in consumers' memories. Cuesta-Valiño et al. (2021) define brand image as that part of a brand that can be recognized but cannot be pronounced, such as a symbol, a special letter or color design, or a customer's perception of a product or service represented by the brand. It can also be said that brand image is a concept created by consumers for subjective reasons and personal emotions. In conclusion, a brand image is a picture or impression caused by a brand in the customers' mind. Placement of the brand image in the consumers' mind must be accomplished continuously so that the brand image created remains strong and

can be received positively. According to Bilgin (2018) and Cuesta-Valiño et al. (2021), brand image has three components, namely corporate image (company image), user image (user image), and product image (product image). The image of a company starts from the feelings of customers and business people about the organization concerned as the producer of the product as well as the result of individual evaluations about it. The user image refers to whether the brand personality is congruent with the consumers. Understanding brand image according to Chen and Ching (2007) is the consumer's perception of the company or its products. According to them, the image cannot be implanted in the consumers' mind overnight or disseminated through one medium. Instead, the image must be conveyed through every available means of communication and disseminated continuously because without a strong image it is very difficult for a company to attract new customers and retain existing customers.

Brand image is what and how consumers subjectively perceive a brand in their minds. Brand image is a set of impressions, ideas and beliefs that a person has of a brand. Therefore, consumer attitudes and actions are strongly influenced by the image of the brand. Brand image is formed from several brand associations that consumers develop in their minds and can be classified into three dimensions, namely attributes which include what consumers think in determining what the product or service has to offer. There are two attributes, product-related attributes and non-product-related attributes. Attributes related to the product show the actual function of the product or service offered, while attributes that are not related to the product are aspects that can have an influence in the decision to choose both the product or service offered but are not directly related to the actual performance or function of the product or services offered. Furthermore, the benefits are what benefits the product or service offered to consumers can provide. There are three categories of benefits, namely functional benefits, experimental benefits and symbolic benefits. The last one is attitudes or attitudes which are evaluations that consumers make of a brand. Brand attitude consists of beliefs about the benefits and attributes in the minds of consumers about the products or services offered and evaluation assessments in consumer confidence in assessing the benefits or attributes that the products or services offer.

### 2.3 Customer loyalty

Customer Loyalty in market conditions with a very tight level of competition, loyalty is an important element for a sales service company. For the sales service company to survive in the competition, consumers who have high loyalty are needed. According to Rahi et al. (2017); Rudzewicz and Strychalska-Rudzewicz (2021) and Sasmita and Suki (2015) "consumer loyalty is consumer loyalty to an item or service by re-purchasing the goods or services continuously". Meanwhile, according to Da Silva and Alwi (2008) "consumer loyalty is an attitude of behavior that repeats purchases continuously". Based on the understanding of consumer loyalty above, it can be concluded that a high level of consumer loyalty is one of the greatest assets that can be owned by marketers. So, efforts to retain customers and attract new customers must have top priority. The factors that influence consumer loyalty are price, location, promotion, products offered and shopping convenience. Loyalty is a psychological condition related to attitudes towards products, consumers will form beliefs, determine likes and dislikes, and decide whether they want to buy products. Consumer loyalty is the behavior associated with the brand of a product, including the possibility of renewing the brand contract in the future, how likely is the customer to change their support for the brand and how likely is the customer's desire to increase the positive image of a product. According to Rudzewicz et al. (2021) and Sasmita and Suki (2015), loyalty is more directed to a behavior that is indicated by routine purchases based on the decision-making unit. So, it can be concluded that loyalty is a persistent customer commitment to re-subscribe or re-purchase selected products / services consistently in the future.

Consumer loyalty is a behavioral impulse to make purchases repeatedly and to build customer loyalty to a product produced by the retail business and requires a long time through a process of repeated purchases. Consumer loyalty is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and reflected in consistent repeat purchase. Loyalty is a commitment that is strongly formed by customers to repurchase a product and service from the company in the future and is not influenced to change brands. So, it can be said that the success of a company is determined by the loyalty of its customers. Brand loyalty is defined as a consistent consumer preference to make purchases of the same brand on a particular product or service category. In addition, brand loyalty is a measure of customer-to-brand relationship. Loyalty is considered a significant indicator of a company's marketing success. Brand loyalty is formed because of the main role of customer experience when consuming services from the company. Brand loyalty plays an important role because it can generate barriers for competitors to enter, avoid competitive threats from competitors, increase sales and revenue and reduce customer price sensitivity. Brand loyalty components include regular repeat purchases, product recommendations, immunity to competitors.

### 2.4 Hypotheses Development

Jamali et al. (2018) and Nisar and Whitehead (2016) show that social media marketing has a significant influence on brand image. Similar research was conducted by Udson et al. (2012) and Musa et al. (2016) show that brand image is an important factor in a competitive market. With the increase in social media users, this platform can be utilized for effective marketing strategies. Supported by Musa et al. (2016), which revealed that marketing activities through social media can improve brand image. Social media marketing can improve image and strengthen word of mouth communication. Based on the exposure of the previous research, the hypotheses to be tested is as follows:

**H<sub>1</sub>:** *Social media marketing has a significant effect on the brand image of e-commerce consumers.*

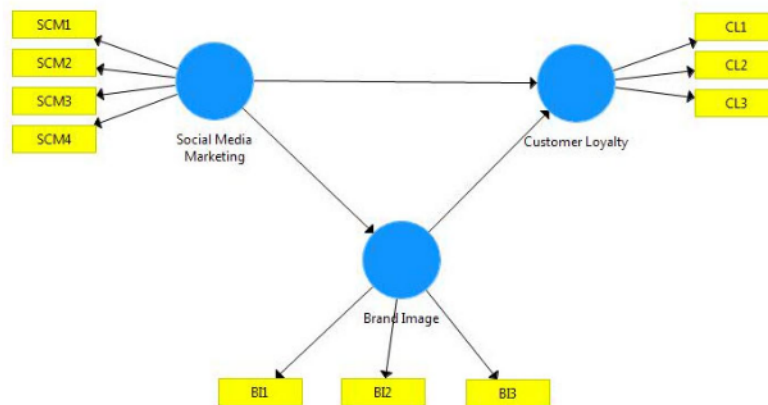
Nobar et al. (2020) and Pham and Gammoh (2015) revealed that brand image can increase e-commerce consumer loyalty. Companies that have a good reputation will have an impact on increasing brand awareness and customer satisfaction. Seo et al. (2020) conducted research on the effect of brand image on customer satisfaction which has an impact on customer loyalty. The results of the study reveal that brand image has a significant influence on satisfaction. Based on the exposure of the previous research, the hypotheses to be tested is as follows:

**H<sub>2</sub>:** *Social Media Marketing has a significant effect on e-commerce consumer loyalty.*

Arghashi et al. (2021) and Azizan and Yusr (2019) conducted a study on the effect of brand image on customer loyalty through customer satisfaction. The results showed that brand image has a positive and significant effect on customer loyalty. A similar study was conducted by Barreda et al. (2020) and Bilgin (2018) which reveals that the better the company's strategy in improving brand image, the higher the customer loyalty. Based on the exposure of the previous research, the hypotheses to be tested is as follows:

**H<sub>3</sub>:** *Brand image has a significant effect on e-commerce consumer loyalty.*

Fig. 1 shows the structure of the proposed study.



**Fig. 1.** Research Model

### 3. Method

The approach used in this study uses quantitative methods through surveys. This study used a sample of 345 respondents. This study uses an online questionnaire through Google Docs. The questionnaire given contains structured questions that are limited by screening, profiling questions and questions related to research variables that affect e-commerce consumer loyalty. The distribution of the questionnaires was carried out by posting on social media groups and direct messages to respondents in accordance with the research requirements. Data analysis of this research, using SEM model using SmartPLS 3.0 software. The stages of analyzing the influence of social media marketing on e-commerce consumer loyalty through brand image and relationship marketing are measured using the SEM model. According to Hair et al. (2006) the suitability evaluation was carried out through several stages, namely 1) the overall fit of the model; 2) the fit of the measurement model; 3) structural model fit.

### 4. Result and Discussion

The tests carried out in the analysis of variance-based SEM have two stages, namely the outer model and the inner model test. The explanation of the test is as follows:

#### 1. Test Outer Model

The convergent validity test on the outer model aims to determine whether the indicators with latent variables are valid, with a validity value above 0.70.



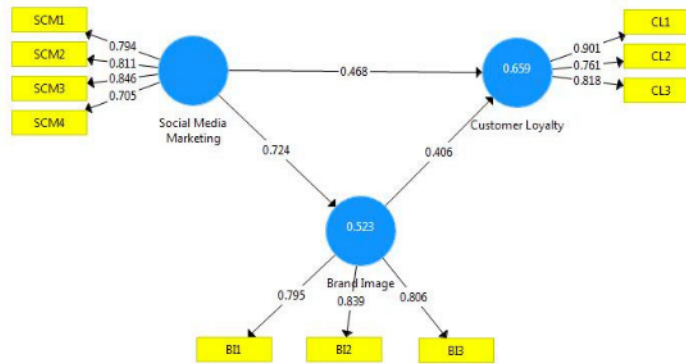


Fig. 2. Convergent Testing

Fig. 2 shows that the validity value of each indicator is above 0.7, so all research indicators are declared valid. In the outer model test in addition to convergent validity, there is also a validity reliability test, namely a test that aims to determine the reliability of indicators in measuring the variables, while the variables are said to be valid if they have an AVE value above 0.5 and a Cronbach Alpha value above 0.7, the following is a discriminant validity test in this study:

Table 1  
Average Variance Extracted (AVE)

Variables	Cronbach's Alpha	Composite Reliability	(AVE)
Brand Image	0.748	0.854	0.662
Customer Loyalty	0.77	0.868	0.687
Social Media Marketing	0.799	0.869	0.625

Table 1 shows that all Cronbach alpha and average variance extracted values exceed the minimum limit so that all variables are declared valid

2. Inner model test

The inner model test contains an explanation of the R-square, while the R-square value in this study is as follows:

Table 2  
R Square

Dependent variables	R Square	R Square Adjusted
Brand Image	0.523	0.519
Customer Loyalty	0.659	0.652

From the R-square table, it can be concluded that 52.3% of the Brand Image is influenced by Social Media Marketing, while the remaining 48.70% is influenced by other variables outside the study. Variable Customer Loyalty is Influenced by social media marketing and brand image by 65.9 7% while the remaining 34.1% is influenced by other factors outside the theme of this study. In addition to reliability in the inner model test, there is also a hypothesis test, while the hypothesis testing in this study is as follows:

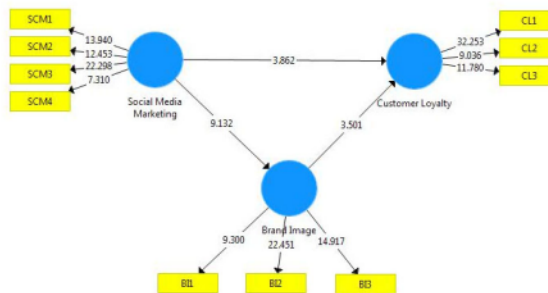


Fig. 3. Hypotheses Testing

**Table 3**

The summary of testing the hypotheses

Correlation	Original Sample (O)	T Statistics	P Values
Social Media Marketing → Customer Loyalty	0.468	3.862	0.000
Social Media Marketing → Brand Image	0.724	9.132	0.000
Brand Image → Customer Loyalty	0.406	3.501	0.001

From the value of the hypothesis testing table, it is known that all hypotheses in the study are accepted because they have a p-value below 0.05

#### 4.1 Testing the first hypothesis: The effect of social media on brand image

Based on the results of the SEM analysis, it was found that the p value was  $0.000 < 0.050$  so it was concluded that Social media marketing had a positive and significant effect on the brand image of e-commerce consumers. Social media marketing has a significant influence on brand image. This is in accordance with previous studies conducted by Arghashi et al. (2021), Azizan and Yusr (2019), Barreda et al. (2020) and Bilgin (2018) regarding the online shopping industry. Social media marketing has an influence on increasing the brand image of the e-commerce industry. Based on the results of the SEM, respondents felt that the use of one of the features of social media marketing, namely being able to discuss/exchange opinions from Instagram users on the quality of services from e-commerce is the most considered in social media marketing. According to Chen et al. (2011) and Cheung et al. (2019), online discussion/exchange of opinions can reduce product uncertainty so that consumers have more confidence in a product. Delima et al. (2019) and Gökerik et al. (2018) revealed that consumers feel that the discussion/exchange of opinions conducted by Instagram users can be a comparison against product/service advertisements offered by the company. Social media is used as an effective strategy because it can increase customer engagement which has an impact on brand loyalty, social media or social media marketing is a process that encourages individuals to promote through their websites, products or services through online social channels and to communicate by leveraging the community.

#### 4.2 Testing the second hypothesis: The effect of social media on consumer loyalty

Based on the results of the SEM analysis, it was found that the p value was  $0.000 < 0.050$  so it was concluded that social media marketing had a positive and significant effect on consumer loyalty e-commerce. Social media marketing has a significant influence on brand image. This is in accordance with previous studies conducted by Arghashi et al. (2021), Azizan and Yusr (2019), Barreda et al. (2020) and Bilgin (2018) regarding the online shopping industry. Social media marketing has an influence on increasing the brand image of the e-commerce industry. Based on the results of the SEM, respondents felt that the use of one of the features of social media marketing, namely being able to discuss/exchange opinions from Instagram users on the quality of services from e-commerce is the most considered in social media marketing. According to Chen et al. (2011) and Cheung et al. (2019), online discussion/exchange of opinions can reduce product uncertainty so that consumers have more confidence in a product. Delima et al. (2019) and Gökerik et al. (2018) revealed that consumers feel that the discussion/exchange of opinions conducted by Instagram users can be a comparison against product/service advertisements offered by the company. Social media marketing is the use of technology, social media channels and tools to communicate, deliver and exchange offers that have value for an organization's stakeholders. Social media plays a role when a company's marketing activities build individual relationships with customers and provide companies with opportunities to access customers. The components of social media marketing include interaction, sharing of content, online communities, accessibility and credibility.

#### 4.3 Testing the third hypothesis: The effect of brand image on consumer loyalty

Based on the results of the SEM analysis, it was found that the p value was  $0.001 < 0.050$ , so it was concluded that brand image had a significant effect on e-commerce consumer loyalty. In this study, brand image had a significant effect on satisfaction. These results are in line with previous research conducted by Jamali et al. (2018) and Judson et al. (2012) and Musa et al. (2016), which states that brand image can increase consumer satisfaction. The indicator of brand image that contributes the most strongly is that e-commerce sites are the leaders in the online shopping industry. Brand success can generate consumer awareness and satisfaction. In this case, brand image can be influenced by many factors such as advertising intensity, positive impression, and suitability of the service with the promised advertisement. Brand image has a significant influence on loyalty. These results are in line with previous research conducted by Nobar et al. (2020), Pham and Gammoh (2015) and Seo et al. (2020) which revealed that simultaneously brand image can influence consumer loyalty. This indicates that when an e-commerce company has a good brand image, this may not necessarily increase customer loyalty significantly.

## 5. Discussion

The rapid progress of internet technology increases the number of social media users, especially in Indonesia. This increase in social media users also affects buying and selling activities carried out online. The use of social media to market products, both goods and services, is currently the main choice, considering that there are so many social media users and the reach that

can be obtained through social media is very wide. People who rarely use other media such as print and television because they have switched to social media have made the marketing process through social media have a significant influence on brand image and consumer loyalty. E-commerce must be able to convince potential customers to provide services in accordance with the expectations of these consumers. In order to increase consumer interest in using their service products, E-commerce must be able to change the mindset of people who have long been accustomed to the old payment system to change direction to become social media users.

With social media, the marketing process carried out has several advantages that can be the reason why this type of marketing is important. Increasing Brand Awareness, A product will be increasingly recognized when it is uploaded on social media continuously. This is because slowly people will start paying attention. At first, people may only look at the products or services offered for a while. However, if it continues to be uploaded on social media, a product will begin to be considered and remembered by the public. This is because social media is a platform that people continue to consume every day. Getting feedback on products and marketing strategies, this is the next stage of the effect of social media marketing. Once recognized, a product will start to be a topic of conversation. You can also see firsthand how customers interact with content on social media. Studying Competitors Learning about competitors is easier with social media marketing. Social media marketing is now widely used by companies to market products. By being active on social media, the strategies adopted by competitors can be used as learning materials. Good service is the perception received by consumers depending on their expectations. If the treatment received by consumers is better than expected, then it is considered a quality and high-quality service, on the contrary, if the treatment received by consumers is less than expected, it will be considered as bad service. Service quality can be known by comparing the perceptions of consumers with the services that consumers actually receive or get with the expected or desired services on the service attributes of a company. The company considers consumers as kings who must be served well because remembering these consumers will provide continued benefits for the company.

Social media marketing has a significant effect on e-commerce consumer brand image, to improve the brand image of e-commerce companies, management must use social media marketing to support sales. Brand image has a significant effect on e-commerce consumer loyalty, so to increase consumer loyalty of e-commerce companies, management must create a brand image to support customer loyalty. Social media marketing has a significant effect on e-commerce consumer loyalty, to increase consumer loyalty of e-commerce companies, management must use social media marketing to support sales.

## 6. Conclusion

Based on data analysis, it can be concluded that social media marketing has a significant effect on e-commerce consumer brand image, brand image has a significant effect on e-commerce consumer loyalty and social media marketing has a significant effect on e-commerce consumer loyalty. This study has suggestions for theoretical implications that are empirically tested, namely the influence of social media marketing, brand image, on consumer loyalty e-commerce. This study only examines C2C (consumer-to-consumer) e-commerce sites, so that further research can conduct research on other e-commerce categories such as B2B (business-to-business), B2C (business-to-consumer), and C2B (consumer) -to-business). Further research can use other social media platforms such as Facebook, Twitter, Youtube, and Tiktok, and can compare/test the different effects of social media on relationship marketing and e-commerce consumer loyalty. In addition, further research can consider other variables that can affect e-commerce consumer loyalty, including e-service quality, promotion and value equity. The results of this study are expected to be useful for C2C (consumer to consumer) e-commerce industry players. Based on path analysis, social media marketing has a significant effect on loyalty through trust. This can indicate that social media marketing can increase consumer confidence and have an impact on shopping loyalty on e-commerce sites. Loyal consumers will provide benefits for e-commerce industry players in maintaining continuity in the online shopping market. This is because the biggest contribution in forming loyalty is that consumers will repurchase on e-commerce sites and will choose e-commerce sites when shopping online.

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