



# The Effect of Social Media Marketing Activities of Skin Care Brand Image on Customer Loyalty

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## Authors' contributions

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

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## ABSTRACT

The presence of digital platforms is used as a means of communication, advertising, promotion, and lifestyle demonstration to maintain the existence and business operations of a brand by adopting online technology and social media marketing activities (SMMA). Globally and nationally, skin care product are rapidly expanding, but empirical studies on SMMA in relation to skin care in Indonesia have remained scarce. This study aims to examine and analyze the effect of the five components of social media marketing activity (SMMA) on customer loyalty to the Something brand. This study was conducted using quantitative methods and processed with PLS-SEM applications (*smartPLS3*) to test the proposed hypotheses. This research was conducted in Indonesia by distributing online questionnaires through Google forms between January and February 2023. Respondents are Instagram users who know the Something brand with a total of 220 respondents. There are differences in the results of research on the components of social media marketing activities (SMMA) including entertainment, trendiness, and customization have a significant and positive effect on brand image. Therefore, interactivity and electronic-word of mouth do not show positive and insignificant results on brand image. Other test results show that brand

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image has a significant and positive effect on customer loyalty. The results of this study contribute practical implications for company managers to create alternative solutions in digital marketing strategies by creating a positive image of the company and building long-term relationships with consumers.

*Keywords: SMMA; brand image; customer loyalty.*

## 1. INTRODUCTION

Today's technological advances supported by digital platforms are part of a communication and marketing process [1]. Communication is a process of sharing information and facts to reach a common understanding [2]. The existence of digital platforms affects the process of communication [3]. One of them, Instagram has characteristics and features that can facilitate communication to be more effective and efficient. Based on Populix [4] report, Instagram is one of the apps with the second highest number of users used by Indonesians to get the latest information and compare products and services before making a transaction. The presence of Instagram makes it easy to share information through content such as images and videos uploaded to feeds, stories, and reels [1].

In terms of social media marketing activities (SMMA), information can spread quickly and widely through social media [5]. The existence of social media is not only entertainment to fill spare time but also can be a place to conduct sales promotions by uploading content that can encourage other users to provide product-related reviews is one way of interaction commonly found on Instagram [6]. Positive reviews can influence the point of view or perspective of others who read about a particular brand to create an image that sticks to the reader's memory about the brand or product [7]. Espinosa [8] says that information represents impressions of a brand through recommendations, advertisements, and reviews that build a brand image. Thus, a positive brand image will encourage consumers to stick with one particular brand and make periodic repeat purchases, so this is the concept of loyalty [9].

The lack of activity happening on social media makes people feel less interested and aware of the product [10]. For this reasons, to create a strong brand, marketers must understand customer needs and organize marketing activities accordingly [11]. Most studies show that social media marketing activities are a creative strategy to attract consumers [12]. For this reason, marketers need to understand what

dimensions are in social media marketing activities (SMMA). Malarvizhi et al. [13] mentioned that there are five dimensions in SMMA such as entertainment, interactivity, trendiness, customization, and electronic-word of mouth. In-depth studies on SMMA, however, are still needed to understand its influence in building brand image [13].

Somehinc is a skincare brand that was established in 2019 and is halal and The Food and Drug Monitoring Agency (BPOM) certified. Somehinc uses digital marketing as a marketing strategy. Social networking sites can be used in some situations to allow two-way interactions that help establish a brand's identity and image [14]. Utilizes internet technology to expand their market (such as Instagram) by posting content feeds or stories that contain information related to the product to create an image that is easily remembered by its consumers. Users of Instagram have claimed to find information on a variety of goods and services on social media platforms, and given that social media is trendy by posting the most recent information [13]. Brands should be able to offer specific information and services because one of the main reasons customers utilize social media is to get information that is customized to their interests and preferences [15]. It is crucial to investigate how the SMMA's elements affect the development of brand image. Furthermore, electronic word-of-mouth is typically the sharing of opinions and feedback about individual experiences with a product or service on social networking websites in order to encourage consumers to actively participate in the buying decision-making process in their community, which is a deciding factor for consumers to repurchase the product or not [16]. Overall, SMMA can build a brand image and encourage someone to become a customer of loyalty through long-term and recurring purchase intentions.

This study aims to examine customer loyalty through social media marketing activities (SMMA) towards skincare or beauty brands in the context of Somehinc Instagram. This is examined by explaining dimensions such as

entertainment, interactivity, trendiness, customization, and electronic-word of mouth for skin care products through Instagram. So, this research is expected to answer the question of what dimensions can affect brand image and customer loyalty, especially in skin care products through the brand image of Somethinc skin care.

## 2. LITERATURE REVIEW

### 2.1 Theory SOR

Theory Stimulus-Organism-Response (SOR) [17] is a theoretical model developed in early 1974 originating from environmental psychology. In this theory, according to the SOR concept, the environment is used as a stimulus that will cause individual cognitive and emotional reactions so that it can influence consumer attitudes and behavior [17,18]. SOR offers a structured method to evaluate how external environmental "stimuli" such as marketing strategies and corporate environments can stimulate emotional reactions as "organisms". The results of these stimuli include customer behavior for example referred to as "response" [13,15]. SOR theory processing focuses on how a person's cognitive reactions process information from the external environment and produce a final reaction or response [19]. The reaction refers to positive or negative consumer behavior in terms of commitment, online communication, customer loyalty, and promotion through word of mouth [20].

Recent research has applied the SOR model as a suitable and appropriate concept to examine consumer behavior in social media [21,18,15]. In this study, the stimulus-response concept uses the dimensions of social media marketing activities (SMMA) such as entertainment, interactivity, trendiness, customization, and word of mouth to influence individuals' emotional reactions to social media Malarvizhi et al. [13]. Brand image is used as an interface to generate perceived attitudes and behaviors from social media. In line with the SOR concept and model, this study uses customer loyalty as a response in the context of social media marketing [15].

### 2.2 Social Media Marketing Activities

Social media is a platform marketing communication with consumers becomes more effective because it does not have the limitations of time, place, and intermediary media [22]. Social media is considered to have an impact in

terms of marketing activities, especially on Instagram because business owners can advertise their products at low advertising costs and get feedback from the audience who sees the ad [14]. Currently, online marketing activities can make marketers better recognize and reach audiences well through interactions between audiences and marketers [23]. According to Malarvizhi et al. [13] it is assumed that there are five dimensions in social media marketing activities namely entertainment, trends, interactivity, customization, and electronic word of mouth (E-wom).

### 2.3 Entertainment

Entertainment on social media is one aspect that can influence positive emotions and participation to use social media continuously [24]. Integrating advertising into entertainment content is a form of collaboration between brands, media and entertainment [25]. In this study, entertainment is a description of the social pleasure of someone who is interested in something, in social networks there is a process of generating, understanding, and forwarding a message [26]. Informative and creative entertainment is a driver in developing advertising value on social media as it is believed to influence audience or consumer attitudes to engage by forwarding or sharing content to social networks [27]. The expansion of marketing communications through digital media such as social networks can make it easier for advertisements to reach the wider community by providing unique and interesting information through content that can entertain its users [10]. A unique and distinctive concept that reflects the brand is believed to be one of the methods to influence brand perception of brand image [16].

Social pleasure is a form of entertainment [26]. Social media users utilize social media applications for fun, people who enjoy the benefits of social media will continue to use it [23]. Malarvizhi et al. [13] said that spending time using social media seems to entertain social media users. In addition, social media shows interesting content for users. Therefore, social media users feel the benefits of interesting and fun content.

The positive relationship between consumer entertainment and brand image has been widely discussed in the literature in the context of social media marketing activity [12,14,28]. Content must be in line and consistent with the brand

image, if the company's content is inconsistent, it will have an impact on decreasing trust [12]. Through social media marketing, Instagram can build perception among social media users and build positive brand image [29]. Thus, entertainment in social media marketing activities influence brand image to create positive image on consumer mind.

## 2.4 Interactivity

Interactivity in social media is created to be able to build and maintain relationships with other social media users [19]. Ellitan et al. [30] said that through social media, users and brands can connect with each other and make brands more accessible through social media. Interactivity takes an effective role in processing communication and exchanging information [6]. Interaction referred to in this study is a process of communication and information exchange that can indirectly encourage a person's involvement through interaction between information sources and audiences [6]. Malarvizhi et al. [13] measures interactivity through how often and easily a social media can exchange information, express opinions, and discussions are a common type of interaction. Interactivity packaged in the form of advertisements containing information can indirectly affect consumer engagement and purchasing behavior because the interaction between the ad owner and the audience can increase the sense of security in online shopping [31].

The presence of social media can be used to build psychological relationships because it provides communication that can fulfill social needs for interaction [27]. Social media facilitates users as well as certain organizations or brands in providing and sharing responses or opinions and disseminating information explicitly [15]. Impact of social media on consumers must be considered by brands because interactions on social media can influence consumers' thoughts on products or brands [32]. These consumer thoughts describe a brand image that can increase consumer perceptions of a brand [30]. Remembering the brand image itself is an impression, perception, or opinion that exists in the minds of consumers towards the brand [6].

## 2.5 Trendiness

Nowadays, social media is often used for marketing purposes to build a brand [15]. In this study, The term trendy it self relates to how

quickly and far the latest information displayed can reach the public [19]. Malarvizhi et al. [13] measuring trendiness through content and consumers analyzing what is currently trending by always updating the latest information on social media can influence consumers by creating a sense of freshness and trendiness. New trends on social media can play an important role in building brand perception [33]. Social media is used as a means to find the latest information and upload posts containing information related to a brand's products/services [10]. Social media facilitates users to be able to analyze a product and obtain up-to-date information on product preferences [15]. Another element of social media marketing is to provide the latest information related to products that are trending in the market because many customers use social media to gather information whose sources are considered more reliable [14]. Thus, social media continuously updates information on products and services to improve the image of a brand [13].

## 2.6 Customization

Customization on social media is a form of communication and information offer provided by a brand [34]. Digital platforms such as Instagram, Facebook, and Twitter are customization tools that can be used to help spread news information and influence public opinion [35]. Customization is an action to create customer satisfaction based on the interaction between consumers and brands [36]. In this study, customization on social media is used as a measurement of the company to see how far the services provided can satisfy the tastes of its consumers with various requests [24]. Ogba & Tan [37] state that indications of feelings of satisfaction with a product or service can affect how the brand image will be formed.

Customization on social media is built on interactions with users to communicate products [24]. Delivering information through social media can build and maintain customer trust [38]. Maintaining relationships is through communication and providing the required services consistently to customers is one form of effort to maintain a brand image [18]. Thus, customization in social media marketing is carried out by offering services and enabling information searches whose sources are reliable and customized to customer tastes [13]. Malarvizhi et al. [13] measure customization through how easily information can be found through social media. Therefore, through

customization, social media can influence by making recommendations to other users.

## 2.7 Electronic-Word of Mouth

Word-of-mouth is a marketing tool that is considered to have a great influence and effectiveness in the marketing field because it is one of the driving factors of promotion [39]. The difference between word of mouth and electronic-word of mouth is only in the form of communication, as the times make and the presence of the internet makes word of mouth into an electronic version, known as electronic-word of mouth [40]. According to Yadav & Rahman, [15] e-wom reflects the extent to which respondents engage more deeply through social media to recommend and convey information messages about brands, services or products. E-wom is used to promote a brand because a person's experience and recommendations can create perceptions of the brand and to get new customers [41]. Social media is the best platform for e-wom because it connects consumer-to-consumer interactions where users in social media voluntarily spread information about brands to their friends through comments, opinions, or recommendations [28]. Because of that, Malarvizhi et al. [13] said that electronic word of mouth include sharing personal experiences, recommendation, and share information on interesting things.

Online opinions and reviews from other consumers are a source of wom to influence someone [19]. Consumers who leave reviews of products mean that they have shared their perceptions based on personal experience [36]. Thus, e-wom has a considerable impact on brand image through recommendations, reviews, or consumers' personal experiences that indirectly affect how they perceive a brand or product [42]. This is strengthened in Keller & Lehmann's research [43] that personal experiences and other people's experiences written in the form of reviews determine consumers' thoughts and feelings towards a product or brand.

## 2.8 Brand Image

Brand image is interpreted as a perception that exists in the memory and minds of consumers regarding brands and is long-term [44]. Brand image is important and the main thing for business people because business people are required to carry out a good strategy to attract

attention and not lose competitiveness with competitors who sell similar products [45]. In the research of Gensler et al. [46] said that the existence of positive brand image characteristics reflects that the organization can understand its consumers well. In the context of marketing strategy, brand image is a service quality that will lead to consumer comfort and satisfaction [18]. Satisfaction is an indication of the feeling of pleasure from consumers because they try to compare the experiences felt before buying [47]. Lin et al. [18] said that brand image involves quality, brand personality, characteristics of a brand that can be different from their competitors, and does a brand make a good impression on their consumers. Thus, brand image is interpreted as consumer perceptions of a brand that represents consumer satisfaction in terms of the perceived quality and excellence of services or products, this is an indication of consumers' feelings of pleasure [47].

## 2.9 Customer Loyalty

Customer loyalty is a commitment to repurchase a product consistently even though there are similar substitute products or brands [48]. In the marketing sector, customer loyalty is an important component because it contributes to long-term relationships between consumers and companies [49]. Kandampully & Suhartanto, [50] found that a high level of loyalty is influenced by the quality and customer experience of products and services. For this reason, Yadav and Rahman [15] measure the level of customer loyalty through the possibility of repurchasing products, recommending a product, and consuming products for the long term. Thus, the actions of a person who wants a relationship or not to a brand can be a reference in measuring the level of loyalty such as repeated purchase actions and commitment to use the same product or service [51].

## 3. METHODOLOGY

### 3.1 Measurement

In this study, the relationship between variables will analyze using quantitative methods to provide answers to the formulation of problems and hypotheses. This research uses google forms that are distributed online to make it easier to collect data from respondents as primary data. The overall measurement of questionnaires adapted from [13,15] with the six-Likert-scale to quantify the statements and determine how

strongly respondents agree or disagree with the questionnaire statements. Six-point Likert scale assessment consists of strongly disagree (1), disagree (2), somewhat disagree (3), somewhat agree (4), agree (5), and strongly agree (6).

### 3.2 Sampling and Data Collection

The sample of this research is the Instagram users in Indonesia who are familiar with skin care product of Somethinc brand. This research uses the Convenience sampling technique as a sample collection technique for the consent and willingness of respondents to provide information [52]. The use of this method aims to facilitate the authors in obtaining research samples. The author distributed questionnaires to people who fit the qualifications of respondents randomly through social media such as Whatsapp, Instagram, Line, and Twitter. A pilot test with 40 participants took place before the online survey was sent to the study's initial respondents. Finally, 220 respondents provided the sample for the study's analysis.

### 3.3 Data Analysis Techniques

Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software is used to verify the hypothesis by testing the relationship between variables. The measurement model test is carried out to verify that the measurement is valid and reliable to generate relevant and accurate data and increase the efficacy of research results. First, composite reliability (CR) and cronbach alpha (CA) with criteria  $\geq 0.60$  were used to test internal consistency reliability [53]. Second, The loading factor value of  $>.70$  and average variance extracted (AVE)  $\geq .50$  [54] were used to assess convergent validity.

The structural models were tested with PLS-Predict using the path coefficient test, coefficient of determination test (R-Square), and Goodness of fit (Q-Square). The detremination coefficient test or R-square is used to explain the relationship between the independent variable and the dependent variable. It refers to the R Square value with the criteria proposed by Chin [55], in which the R-square  $>0.67$  to be recognized. Meanwhile, if the result is 0.33 - 0.67, it is included in the medium category. The Q-Square test is used to show how close the relationship is between the independent and dependent variables. In this study, the Q-Square

value must be more than 0 so that the results can be accepted or declared predictive. The path coefficient test is used to show the relationship between variables. The path coefficient value ranges from -1 to +1 [53].

Finally, hypothesis testing is done to confirm the significance of the link between the constructs and the proposed hypothesis. Hypothesis testing conducted in this study uses the criteria of p-value and t-value. The hypothesis will be supported if it shows p-value  $<0.05$  and t-value  $>1.96$  as a reference. If the T statistics are greater than the t-value in the reference table, the hypothesis will be accepted. The statement made in this study's hypothesis:

- H1: Entertainment as part of SMMA has a positive effect on brand image.
- H2: Interactivity as part of SMMA has a positive effect on brand image.
- H3: Trendiness as part of SMMA has a positive effect on brand image.
- H4: Customization as part of SMMA has a positive effect on brand image.
- H5: Electronic-word of mouth as part of SMMA has a positive effect on brand image.
- H6: Brand image has a positive effect on customer loyalty.

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Characteristics

The respondents' profiles analysis, classified by gender, age, marriage status, average income per month, and education can be seen in the following demographic data (Table 1).

Based on the results of Table 1 presents the demographic profile out of 220 respondents, it can be concluded that this study has respondents who are mostly female (60%). Also, the majority of responses were between the ages group of 21 – 25 years old (60%) and had an income of 2.000.000 - 4.000.000 IDR (36%). However, looking at the facts on the sample in the age group of 31 - 35 reaches a lower range (11%). Meanwhile, the facts on the 40 year old sample did not contribute the problem is that none users participated in this study. In addition, 80% respondents were not marriage and the other 20% were marriage. Finally, majority of respondents (50%) indicate to have bachelor degree.

**Table 1. Demographic characteristic respondents**

<b>Category</b>	<b>Frequencies</b>	<b>%</b>
<b>Gender</b>		
Male	88	40
Female	132	60
<b>Age group</b>		
21 - 25 years	132	60
25 - 30 years	55	25
31 - 35 years	25	11
36 - 40 years	-	-
≥ 41 years	8	4
<b>The average Income per month</b>		
< Rp 2.000.000 IDR	75	34
2.000.000 - 4.000.000 IDR	79	36
4.000.000 - 6.000.000 IDR	50	23
6.000.000 - 8.000.000 IDR	13	6
> Rp 8.000.000 IDR	3	1
<b>Marriage status</b>		
Belum Menikah	175	80
Menikah	45	20
<b>Education</b>		
Student	100	45
Bachelor degree	111	50
Master's degree	9	4
Doctoral degree	-	-

Source: Primary data processed (2023)

**Table 2. Validity and reliability of components**

<b>Construct</b>	<b>Item scale</b>	<b>Loadings</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>
<b>Entertainment</b>	ENT1	0,766	0.825	0.877	0.589
	ENT2	0,759			
	ENT3	0,776			
	ENT4	0,779			
	ENT5	0,757			
<b>Interactivity</b>	INT1	0,766	0.802	0.871	0.628
	INT2	0,749			
	INT3*	0,665			
	INT4	0,772			
	INT5	0,816			
<b>Trendiness</b>	TRE1	0,779	0.796	0.867	0.620
	TRE2*	0,694			
	TRE3	0,756			
	TRE4	0,786			
	TRE5	0,761			
<b>Customization</b>	CST1	0,77	0.777	0.857	0.599
	CST2	0,749			
	CST3*	0,613			
	CST4	0,76			
	CST5	0,753			
<b>E-WOM</b>	EWM1	0,773	0.801	0.870	0.626
	EWM2	0,760			
	EWM3*	0,671			
	EWM4	0,802			
	EWM5	0,778			

Construct	Item scale	Loadings	CA	CR	AVE
Brand Image	BI1	0,804	0.864	0.899	0.598
	BI2*	0,676			
	BI3	0,775			
	BI4	0,713			
	BI5	0,771			
	BI6	0,708			
	BI7	0,808			
Customer Loyalty	CLT1	0,883	0.780	0.872	0.695
	CLT2	0,796			
	CLT3	0,819			

\*items are eliminated so as not to affect the consistency and reliability of the measurement.

**Table 3. Loadings and cross-loading**

Code	BI	EWM	ENT	INT	CST	CLT	TRE
BI1	<b>0.832</b>	0.578	0.708	0.704	0.712	0.469	0.683
BI3	<b>0.790</b>	0.569	0.652	0.596	0.640	0.500	0.636
BI4	<b>0.707</b>	0.563	0.605	0.528	0.572	0.458	0.596
BI5	<b>0.779</b>	0.657	0.692	0.638	0.672	0.527	0.669
BI6	<b>0.713</b>	0.570	0.608	0.561	0.605	0.484	0.547
BI7	<b>0.809</b>	0.579	0.739	0.691	0.690	0.408	0.704
CLT1	0.568	0.603	0.565	0.545	0.514	<b>0.884</b>	0.529
CLT2	0.498	0.546	0.509	0.486	0.490	<b>0.796</b>	0.482
CLT3	0.457	0.549	0.495	0.452	0.464	<b>0.817</b>	0.489
CST1	0.689	0.569	0.679	0.638	<b>0.777</b>	0.487	0.677
CST2	0.650	0.607	0.654	0.627	<b>0.776</b>	0.466	0.658
CST4	0.626	0.609	0.654	0.605	<b>0.775</b>	0.419	0.639
CST5	0.635	0.572	0.667	0.590	<b>0.768</b>	0.445	0.672
ENT1	0.674	0.565	<b>0.766</b>	0.676	0.651	0.461	0.677
ENT2	0.629	0.620	<b>0.758</b>	0.697	0.655	0.484	0.643
ENT3	0.693	0.572	<b>0.776</b>	0.636	0.683	0.487	0.625
ENT4	0.675	0.603	<b>0.779</b>	0.646	0.649	0.468	0.682
ENT5	0.647	0.625	<b>0.758</b>	0.601	0.654	0.517	0.648
EWM1	0.666	<b>0.779</b>	0.648	0.664	0.641	0.530	0.623
EWM2	0.546	<b>0.761</b>	0.581	0.531	0.528	0.506	0.478
EWM4	0.615	<b>0.834</b>	0.648	0.658	0.633	0.540	0.569
EWM5	0.559	<b>0.789</b>	0.572	0.556	0.594	0.577	0.571
INT1	0.653	0.588	0.682	<b>0.759</b>	0.656	0.481	0.663
INT2	0.581	0.591	0.639	<b>0.767</b>	0.582	0.496	0.605
INT4	0.647	0.579	0.687	<b>0.806</b>	0.659	0.497	0.686
INT5	0.666	0.671	0.678	<b>0.836</b>	0.621	0.420	0.614
TRE1	0.673	0.553	0.664	0.657	0.679	0.453	<b>0.801</b>
TRE3	0.633	0.538	0.683	0.635	0.667	0.451	<b>0.790</b>
TRE4	0.696	0.597	0.687	0.652	0.669	0.497	<b>0.768</b>
TRE5	0.602	0.551	0.652	0.605	0.678	0.491	<b>0.791</b>

\*Note: BI: Brand Image; ENT: Entertainment; INT: Interactivity; TRE: Trendiness; CST: Customization; EWM: Electronic-word of mouth; CLT: Customer Loyalty

#### 4.2 Measurement Model: Validity and Reliability

The results of the validity convergent and reliability test for the entire measurement are illustrated as follows (Table 2).

Based on the results of Table 2 indicate all indicators in this study recorded cronbach's

alpha (CA) and composite reliability (CR) values of this study is valid and reliable. Cronbach's alpha (CA) and composite reliability (CR) of this study is all above 0.6. Furthermore, The recorded AVE values for all constructs above 0.5 as advised indicating good convergent validity [54].



For the evaluation of discriminant validity, cross-loadings were also examined. An indicator's outer loading should be greater than any of its cross-loadings (correlations) with other constructs [53]. All items had maximum loading with their respective constructs, as shown by the values of loadings and cross-loadings in Table 3 [13].

Based on the results of Table 3, it shows that all indicators of each research variable show a greater cross loading value when associated with their latent variables [54]. It means that all of these indicators have met the criteria and are considered good. Thus, the values of each indicator are declared valid.

### 4.3 Structural Model Analysis

First, the results of the R-square and Q-square tests are shown as follows Table 4.

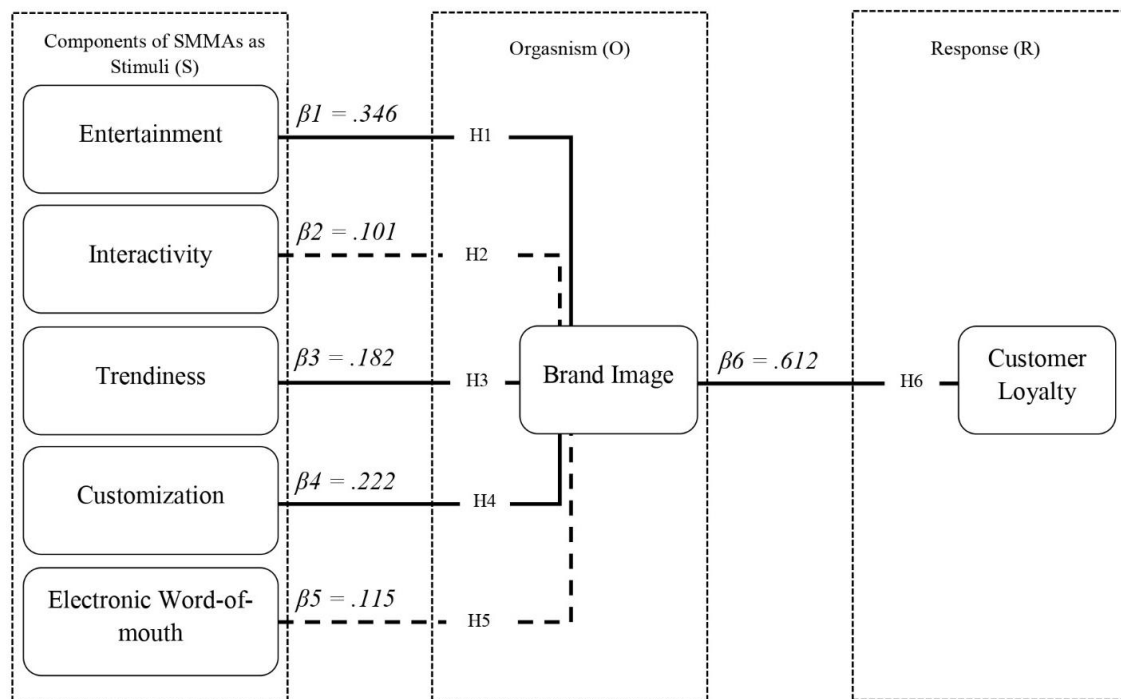
Based on the results of Table 4, The R-Square value of the two variables shows a value greater than the criteria set (0.33 - 0.67). The R-Square value shown by the brand image variable shows 0.804 of the brand image variable can be explained by the independent variables in this study. Furthermore, the R-Square value shown by the customer loyalty variable of 0.375 means that the customer loyalty variable can be explained by the brand image variable. Meanwhile, the Q Square test is used to show how closely the relationship between the independent and dependent variables is. This study shows that the brand image and consumer loyalty variables have a Q-Square value of more than 0 so that it is accepted.

Finally, to explain goal of this research, the path coefficient ( $\beta$ ) results are explained together with hypothesis testing. The results are detailed in Table 5.

**Table 4. The Result of The R-Square and Q-Square**

Variable	R Square	Adjusted R Square	Q <sup>2</sup> (=1-SSE/SSO)
Citra Merek	0.804	0.800	0.468
Loyalitas Pelanggan	0.375	0.372	0.255

Source: Primary data processed (2023)



**Fig. 1. Research framework based on SOR theory**

$\beta$  indicates the hypothesized direction.

The dotted line indicates the rejected relationship in the hypothesis

**Table 5. Path analysis**

Variable relation	Hypothesis	$\beta$	T Statistics	P-value	Conclusion
ENT→BI	H1	.346	3.945	0.000	Supported
INT→BI	H2	.101	1.278	0.202	Rejected
TRE→BI	H3	.182	2.085	0.038	Supported
CST→BI	H4	.222	2.385	0.017	Supported
EWM→BI	H5	.115	1.961	0.050	Rejected
BI→CLT	H6	.612	9.355	0.000	Supported

\*Note: BI : Brand Image; ENT : Entertainment; INT : Interactivity; TRE : Trendiness; CST: Customization; EWM : Electronic-word of mouth; CLT : Customer Loyalty

Based on the results from Table 5, it shows that all the variables tested show a significant and positive relationship. Based on the test results, each variable studied has a path coefficient ( $\beta$ ) value of more than 0 or close to 1. The results also found that all directly related hypotheses are supported and significant, except the direct relationship between interactivity and electronic-word of mouth with brand image (H2 and H5) are rejected and not significant. The supported and significant variable relationships showed P values of less than 0.05 and T statistics of more than 1.96. Fig. 1 summarizes the hypothesis testing into a research model for deeper understanding. The dotted line between interactivity and electronic-word of mouth and brand image indicates that there is insignificant and no direct relationship between these variables, or the hypothesis is rejected. Further explanation of the research results is given below.

**4.3.1 Effect of Entertainment on Brand Image**

The results of hypothesis testing in this study show that the relationship between brand image is strong and supported by entertainment which is part of social media marketing activities ( $\beta = .157, P = .00$ ). The results of this study are not in line with research conducted by Malarvizhi et al. [13] that entertainment has no influence on brand image. Entertainment perceived as social pleasure will create a person's perception of things. This finding is reinforced in research conducted by Sanny et al. [16] which proves that an increase in brand image is influenced by advertisements on social media that are interesting and entertaining.

In relation to the characteristics of respondents based on age, most users of this skincare product are around 21-25 years old. This means that the marketing strategy through entertaining social media is done to attract the attention of the younger generation. The existence of social

media that is growing over time can facilitate promotion or advertising so that it can be reached by the wider community.

**4.3.2 Effect of interactivity on brand image**

The results of hypothesis testing in this study show that the relationship between brand image is weak or rejected and insignificant result by interactivity which is part of social media marketing activities ( $\beta = .101, P = .202$ ). This research is not in agreement with research conducted by Hartzel and Haris [6,41] that creating communication opportunities between brands and consumers can build an impression or image of the brand, regardless of the positive or negative image formed from a brand. However, this study is in line with research conducted by Malarvizhi et al. [13] that interactivity has no effect on brand image.

In this study, consumer participation in open discussions is also indicated to have an influence on the brand image that is formed in a person. The lack of information exchange in open discussions is considered not able to influence a person's perception of a particular brand due to less replies or responses in the form of validation which does not increase a person's level of trust in the brand. This has an impact on consumers' thoughts about certain brands due to the lack of information they get in open discussions on social media. Thus, the interaction between consumers and consumers or consumers and brands needs to be considered starting from brands that can increase their intensity in giving responses and answers in open discussions.

**4.3.3 Effect of trendiness on brand image**

The results of hypothesis testing in this study show that the relationship between brand image is significant and supported by trendiness which is part of social media marketing activities ( $\beta = .182, P = .038$ ). This is in line with research

conducted by Naaman et al. and Aji et al. [17,56] which states that trends affect brand equity where brand image is part of brand equity. Trends on social media are associated with things that are hotly discussed around the user's environment. Information sharing is one form of trend identification in social media [56]. If the information is quick, accurate, and in the form of facts, the public has no doubts about the information so that it can add a positive image to the brand. Thus, the level of information dissemination influences consumers.

#### **4.3.4 Effect of customization on brand image**

The results of hypothesis testing in this study show that the relationship between brand image is significant and supported by customization which is part of social media marketing activities ( $\beta = .222$ ,  $P = .017$ ). This research is in line with research conducted by BILGIN; Khajeh Nobar et al; and Yang et al. [36,32,34] which states that customization has an effect on how a brand image is formed in a person's mind. According to respondents, customization on Somethinc's Instagram social media has facilitated the needs sought by consumers and provided the information needed. The results of this study are also in line with the research of Malarvizhi et al. [13] which states that customization provides positive and significant results on brand image. Somethinc's official Instagram provides services to its consumers by facilitating consumer needs such as question boxes and stories that contain information which is then saved into Instagram highlights which are divided into several types of products. This makes it easy for consumers to find what they need easily so that it can create a positive impression of the brand and remember.

#### **4.3.5 Effect of *electronic-word of mouth* on brand image**

The results of hypothesis testing in this study show that the relationship between brand image is insignificant or rejected by entertainment which is part of social media marketing activities ( $\beta = .115$ ,  $P = .05$ ). This research is not in line with research conducted by Cheung et al (2020); Godey et al; Tran & Strutton; Malarvizhi et al. [10, 28, 8, 13] which states that e-wom has a positive effect on brand image. According to respondents, the relationship between e-wom and brand image is not influenced by recommendations and opinions or online reviews. In research conducted by Schöler et al. [57] discussed the influence of recommendations

from strangers with friends. It is possible that there is a relationship between strangers and friends who influence e-wom. In open discussions through comments on posts, the majority of consumers do not know each other so they are not enough to influence their minds. Thus, electronic-word of mouth or often abbreviated as e-wom is less able to influence the image of the person reading so that it does not create a correlation between e-wom and brand image, meaning that brand image is not supported and not significant by electronic-word of mouth.

#### **4.3.6 Effect of brand image on customer loyalty**

The results of hypothesis testing in this study show that the relationship between customer loyalty is significant and supported by brand image ( $\beta = .612$ ,  $P = .00$ ). Ogba & Tan [37] prove that the brand image built can affect customer loyalty attitudes towards a brand. The brand image that is formed in a person comes from the feelings someone feels. Lin et al. [18] say that satisfaction, quality of services, and comfort are one of the factors in the formation of brand image. In addition, brand image is also formed due to several factors such as slogans, logos, prices, and characteristics of a brand that are easily remembered by consumers [43]. if someone is satisfied and suitable for products and services, especially Somethinc as a local skin care product that adapts its ingredients to the skin conditions of Indonesians, then they tend to make repeat purchases of the product. The price is relatively affordable for the respondents of this study so that the positive brand image that is created can have an influence on the attitude of consumer or customer loyalty to continue using the products of the brand [58].

## **5. CONCLUSION**

The substance of this research can increase understanding of the main factors that can trigger customer loyalty through social media marketing activities. In addition, this study also shows the influence of the five components of social media marketing activities (SMMA) on customer loyalty. The results show that there are differences between the five components of social media marketing activities (SMMA), including entertainment, trendiness, and customization have a positive and strong relationship on brand image while interactivity and electronic-word of

mouth do not show positive results on brand image. Other test results show that brand image has a positive and significant effect on customer loyalty.

Overall, these findings highlight the relationship between social media marketing activities (SMMA) through the variables of entertainment, interactivity, trendiness, customization, electronic-word of mouth (e-wom), brand image, and customer loyalty. This indicates that social media marketing strategies can increase closeness, create a positive image of the company, and build long-term relationships with consumers. Building this long-term relationship will create a sense of comfort and trust for consumers so that it turns into an attitude of loyalty to the company or brand.

Thus, companies can design marketing strategies to improve brand image by considering the dimensions of social media marketing activities. Company managers of a brand need to create long-term relationships so that a positive image of the company can be maintained so that consumers feel they still want to connect with the brand which leads to a form of loyalty.

## CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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## APPENDIX

The research instrument used to measure the construct of this study was adapted from Malarvizhi et al. [13] Yadav and Rahman [15] and Lin et al. [18]. The following is a description of the research instrument of measurement in this study:

**Table 6. Research instrument**

<b>Construct</b>	<b>Research Instrument</b>	<b>Source</b>
Entertainment [ENT]	[ENT1] Instagram Somethinc is fun	Malarvizhi et al. [13]
	[ENT2] Using Somethinc Instagram is fun	
	[ENT3] Somethinc's Instagram content looks interesting	
	[ENT4] It's fun to use Somethinc's Instagram	
	[ENT5] It's fun to spend time using Somethinc Instagram	
Interactivity [INT]	[INT1] Sharing information is possible on Somethinc's Instagram	Malarvizhi et al. [13]
	[INT2] Discussion and exchange of opinions are possible on Somethinc's Instagram	
	[INT3] Expressing your opinion is easy on Somethinc Instagram*	
	[INT4] Somethinc's Instagram regularly interacts with its followers and fans	
	[INT5] It's easy to give my opinion through Somethinc Instagram	
Trendiness [TRE]	[TRE1] The information shared on Somethinc's Instagram is the latest	Malarvizhi et al. [13]
	[TRE2] Somethinc's Instagram usage is trending *	
	[TRE3] The content seen on Somethinc's Instagram is the latest trends	
	[TRE4] Using Somethinc's Instagram is totally trendy	
	[TRE5] Anything trendy is available on Somethinc's Instagram	
Cutomization [CST]	[CST1] The information I need can be found on Somethinc's Instagram.	Malarvizhi et al. [13]
	[CST2] Somethinc's Instagram provides the information I need	
	[CST3] Somethinc Instagram makes purchase recommendations according to my needs *	
	[CST4] I feel my needs are met by using Somethinc Instagram	
	[CST5] Somethinc Instagram facilitates the search for personalized information	
Electronic Word of mouth [EWM]	[EWM1] I would recommend my friends to visit Somethinc's Instagram page.	Malarvizhi et al. [13]
	[EWM2] I will encourage my friends and acquaintances to use Somethinc Instagram	
	[EWM3] I would like to share my purchase experience with friends and acquaintances on Somethinc Instagram *	
	[EWM4] I want to share information about brands, products, or services from Somethinc Instagram with my friends	
	[EWM5] I want to upload content from Somethinc Instagram on my social media	
Brand Image [BI]	[BI1] Somethinc products or brands are of high quality	Lin et al. [18]
	[BI2] Somethinc's products or brands have better characteristics than its competitors *	
	[BI3] Somethinc products or brands are good brands	
	[BI4] Somethinc products or brands have characteristics that differentiate them from their competitors	
	[BI5] SOMETHINC products or brands have a distinct personality from its competitors	



<b>Construct</b>	<b>Research Instrument</b>	<b>Source</b>
	[BI6] Somethinc products or brands are Products or brands that do not disappoint	
	[BI7] Somethinc products or brands are one of the best brands in the sector	
Customer Loyalty [CLT]	[CLT1] My possibility of purchasing from Somethinc brand in the future is very high	Yadav dan Rahman [15]
	[CLT2] I am willing to recommend Somethinc brand to my friends	
	[CLT3] The possibility of re-consuming Somethinc brand is very high	

*\*items are eliminated so as not to affect the consistency and reliability of the measurement*

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