

THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND LOYALTY IN MOBILE PHONE PRODUCTS

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ABSTRACT

Marketing activities through social media have become a common practice in the 21st-century business world. This has facilitated direct interaction between companies and consumers, engaging them in direct communication. This study aims to systematically and comprehensively examine the impact generated by social media marketing activities (SMMA) on the creation of brand awareness, brand image, and perceived quality. The research will measure the impact on brand equity resulting from the utilization of SMMA, specifically focusing on its influence on brand loyalty concerning mobile phone products within Indonesian society. The research will employ data collection through surveys and Structural Equation Modeling (SEM) methodology. The findings indicate that Social Media Marketing Activities (SMMA) have a positive and significant impact on brand awareness, brand image, and perceived quality. Furthermore, brand awareness, brand image, and perceived quality are proven to positively and significantly influence brand loyalty. Brand equity, represented by brand awareness, brand image, and perceived quality, has shown the ability to mediate the relationship between SMMA and brand loyalty. Further research could delve into the impact of SMMA on customer equity and expand the study by incorporating additional variables related to brand loyalty. Companies may benefit from investing in marketing efforts utilizing social media platforms as effective marketing tools.

KEYWORDS SMMA, Brand awareness, Brand image, Perceived quality, Brand loyalty



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INTRODUCTION

Johansson & Zhu (2023) have revealed that marketing activities through social media (Social Media Marketing Activities/SMMA) have become common in the business world in the 21st century. This makes it possible for companies and

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marketing departments to directly engage with consumers, as stated by Appel et al. (2020). According to Yang (2019) and Sano et al. (2019), consumers are generally offered new platforms to understand products and interact with the global community through social media. According to data from BPS (2022), there are 4.74 billion social media users in Indonesia. Based on the Global Web Index, people worldwide spend an average of 2 hours and 42 minutes on social media daily. Zhang & Wang (2021) state that the use of social media as a marketing tool has become common and has emerged as a research aspect in the last decade. Social media now plays a crucial role, and its importance lies in building effective communication between companies and consumers. Social media is widely used across various demographics, making it the primary tool for companies to conduct marketing.

Voorveld et al. (2018) state that social media users tend to use online applications, platforms, and spaces to promote interaction, collaboration, and content sharing. According to Supratman (2018), smartphones are widely used in Indonesia across all age groups, with even toddlers becoming proficient in using social media on smartphones. According to data from BPS (2022), there are 4.74 billion social media users in Indonesia. Based on the Global Web Index, people worldwide spend an average of 2 hours and 42 minutes on social media daily. Anggraini & Hananto (2020) state that social media is chosen as a tool for product marketing due to its higher efficiency. According to Jacobson et al. (2020), market analysis, feedback, brand promotion, reputation management, customer service, and customer relationship management have become the primary goals of using social media.

This research will discuss the impact of SMMA on brand loyalty towards brand equity. Fan et al. (2021) state that SMMA has been widely used by entrepreneurs and large companies as a promotional tool to convey information and build connections with potential and existing consumers. In the journal by Yang et al. (2022), the focus is on analyzing the effects of social media marketing activities on brand equity, including brand awareness, brand image, and repeat purchase behavior in high-tech products.

Previous research has already examined the impact of SMMA on brand equity, as conducted by Yang et al. (2022); Park & Namkung (2022); Ansari et al. (2019); Seo & Park (2018); Aji et al. (2020); Du et al. (2020); Van & Fah (2022); Demircioglu et al. (2021); Ibrahim et al. (2020); Chen & Lin (2019); Raji et al. (2019). Based on the analyses conducted above, it is found that SMMA is positively related to brand awareness, brand image, and perceived quality. Additionally, according to research by Yang et al. (2022); Park & Namkung (2022); Yoo et al. (2020); Tsai (2017), it is found that brand awareness, brand image, and perceived quality are positively related to brand loyalty. Furthermore, research has found the relationship between SMMA and brand loyalty, either directly or mediated by brand equity. This research was conducted by Yang et al. (2022); Ismail (2017); Althuwaini (2022); Van & Fah (2022), and it was found that SMMA is positively related to brand loyalty.

However, in the above research, there has not been a direct examination of the relationship between SMMA and brand awareness, brand image, and perceived quality; brand awareness, brand image, and perceived quality towards brand loyalty;

and SMMA towards brand loyalty, either directly or mediated by brand awareness, brand image, and perceived quality. Additionally, there has been no research conducted in Indonesia using respondents residing in Indonesia. It is hoped that conducting research in Indonesia will yield results that are relevant to the conditions in the Indonesian society.

The objective of this research is to systematically and comprehensively examine the impact of social media marketing activities (SMMA) on the creation of brand awareness, brand image, and perceived quality. Thus, the research objectives aim to fill identified gaps in previous efforts, including: (1) evaluating the influence of SMMA components on brand awareness, brand image, perceived quality; and (2) exploring the impact of SMMA on consumer brand loyalty in Indonesia through brand awareness, brand image, perceived quality, and mobile phone products.

LITERATURE REVIEW

Social Media Marketing Activities (SMMA)

Social Media Marketing Activities (SMMA) is a communication tool for individuals to disseminate and exchange information about products or services based on a specific brand Hanaysha (2017). Social media aims to facilitate interaction and sharing in online applications or platforms Richter & Koch (2008). It is used as a marketing tool to build and strengthen consumer relationships with brands through the creation, communication, and delivery of information (Park & Namkung (2022)). Social Network State (SNS) is divided into several parts, including interaction, entertainment, customization, trends, and word of mouth (WOM) (Kim & Ko (2011)). Social media is also used to share consumer experiences, both positive and negative (Kim & Lee, 2019). The objectives of using social media involve market analysis, brand promotion, reputation management, customer service, customer relationship management, and business relationships (Jacobson et al. (2020)).

Brand Equity

Brand Equity, or brand equity, is an intangible asset perceived by consumers through their connection with the brand and brand symbols (Ayanwale et al. (2005)). Brand equity is influenced by brand awareness, brand image, and perceived quality, and it has an impact on consumer loyalty (Park & Namkung (2022)). Brand equity can differentiate a brand from others by using the unique value of a brand (Seo & Park (2018)). It is also related to hierarchy structure and has dimensions such as brand awareness, brand association, perceived quality, and brand loyalty (Aaker (1991) dan Im et al. (2012)). Consumers seeking involvement in the consumption process tend to have a connection with brand equity Chahal et al. (2020).

Brand Awareness

Brand awareness, the consumer's ability to identify or remember a brand, plays a crucial role in consumer decision-making (Aaker, 1991). The level of brand awareness can influence the speed at which consumers search for and decide on a product to purchase Rossiter (2014). Stages of brand recognition, brand recall, first brand in mind, and brand dominance play a role in brand awareness (Kim & Kim, 2004). Awareness of the distinction between brand awareness and value awareness is key before consumers make purchase decisions Dinerstein et al. (2018).

Brand Image

Brand image, the impression consumers have of a brand, can be deep, general, or vague according to consumer definitions (Keller, 1993). Brand image involves consumer trust and impressions of the brand, influencing brand loyalty (Keller, 2009). Brand image is related to experiences and accumulations from the past to the present, becoming an initial factor influencing brand loyalty (Aaker, 1991). Brand image is a consideration for consumers in determining product purchases (Putri & Primasatria (2023).

Perceived Quality

Perceived quality, consumer evaluation of a product, has an impact on company revenue (Ophuis & Trijp, 1995). Perceived quality includes consumer evaluations, and low perceived quality can result from consumer expectations higher than the quality of the provided product (Lewis & Mitchell, 1990). Perceived quality plays a crucial role in the success of the food industry (Jang & Namkung, 2009). Understanding perceived quality by consumers is key to achieving a competitive advantage in the food service industry (Konuk (2019).

Brand Loyalty

Brand loyalty, consumer loyalty to a brand, has an impact on repeat purchase decisions (Khatibi et al. (2002). It includes repurchase intention, positive word of mouth (WOM), cross-purchase desire, and price tolerance (Tsai (2017). Brand loyalty is the result of psychological and consumer behavior processes influencing the continuous use of services or products (Park & Namkung, 2022). Consumer decisions to use a service or product are influenced by user assessments, contributing to continuous usage (Park et al., 2021; Kim & Lee, 2021). Brand loyalty is also reflected in consumer preferences for purchasing products from a particular brand (Sayekti et al. (2019).

HYPOTHESES

Relationship between SMMA and Brand Awareness

Ismail (2017) asserts that the value of a company and brand equity can be positively impacted by social media marketing. Park & Namkung (2022) also reveal a positive relationship between marketing through social media and brand equity, as indicated by numerous studies. Seo & Park (2018) found that brand equity is positively influenced by social media marketing activities in the aviation industry, impacting brand awareness. Aji et al. (2020) highlights the significant influence of SMMA on brand equity, such as brand awareness, in the fast-food business. Wang et al. (2020) concludes from their research that brand awareness among young consumers of clothing can be influenced by interactions on social media. Based on this information, the hypothesis can be formulated as follows:

H1: SMMA has a positive impact on brand awareness among Indonesian consumers.

Relationship between SMMA and Brand Image

Nikhashemi et al. (2017) explain that trends created by young consumers have a significant impact on brand equity. Seo & Park (2018) found a positive impact of marketing activities on social media on brand image in the aviation industry. Wang et al. (2020) concludes from their research that brand image among young

consumers of clothing can be influenced by interactions on social media. Based on this information, the hypothesis can be formulated as follows:

H2: SMMA has a positive impact on brand image among Indonesian consumers.

Relationship between SMMA and Perceived Quality

According to Fan et al. (2021), SMMA is used by small and medium-sized enterprises (SMEs) to attract consumers by adopting strategies from social media. Aji et al. (2020) informs that in the fast-food brand business, SMMA significantly influences brand equity, including perceived quality. Based on this information, the hypothesis can be formulated as follows:

H3: SMMA has a positive impact on perceived quality among Indonesian consumers.

Relationship between Brand Awareness and Brand Loyalty

Ansari et al. (2019) and Verma (2020) state that brand preference is subjectively chosen by consumers, where perceived brand equity indicates uniqueness and alignment with consumer brand values. Du et al. (2020) suggests that repurchase intention is influenced by brand attitude. Zhang et al. (2013) argue that the positive impact of brand equity on brand loyalty. Yang et al. (2022) concludes that repurchase intention (brand loyalty) is positively influenced by brand awareness. Ansari et al. (2019) explains that purchase and repeat purchases are fundamentally promoted by brand awareness. Park & Namkung (2022) explains that brand awareness has a positive impact on loyalty attitudes toward a brand. Based on this information, the hypothesis can be formulated as follows:

H4: Brand awareness has a positive impact on brand loyalty among Indonesian consumers.

Relationship between Brand Image and Brand Loyalty

Zhang et al. (2013) argues that the positive impact of brand equity on brand loyalty. Syah & Olivia (2022) reveals that a good brand image will create a distinctive impression for customers and can help companies gain an advantage in competitive markets. Yang et al. (2022) concludes that repurchase intention (brand loyalty) is positively influenced by brand image. Ansari et al. (2019) states that purchase and repeat purchases are fundamentally promoted by brand image. Park & Namkung (2022) emphasizes that a positive brand image has a favorable impact on loyalty attitudes toward a brand. Based on this information, the hypothesis can be formulated as follows:

H5: Brand Image has a positive impact on brand loyalty among Indonesian consumers.

Relationship between Perceived Quality and Brand Loyalty

Carvalho et al. (2020) concludes in their research that product quality is a key factor in forming consumer product affection. Huber et al. (2015) also found the same in their research that perceived quality can influence consumer affection towards a brand (brand loyalty). Park & Namkung (2022) states that brand awareness, brand image, and perceived quality can have a positive impact on loyalty attitudes toward a brand. Bae & Jeon (2022) informs that services and products are evaluated overall by consumers subjectively based on perceived quality. Jeon & Yoo (2021) informs that high perceived quality by consumers will be distinguished and heavily

depends on the perceived quality of consumers. Based on this information, the hypothesis can be formulated as follows:

H6: Perceived quality has a positive impact on brand loyalty among Indonesian consumers.

Relationship between SMMA and Brand Loyalty

Several studies have confirmed the influence of social media marketing activities on brand equity, becoming a reason for consumers to purchase and remain loyal to a brand. Jani & Han (2014) and Pappu et al. (2005) argue that higher brand trust levels can be associated with greater strength in consumer preferences and a willingness to buy products from a brand. In contrast to Godey et al. (2016), consumer brand selection can be influenced by consumer attitudes influenced by existing brand awareness. Confirmed also by Park & Namkung (2022) that marketing activities on one social media platform, Instagram, can significantly influence brand awareness, brand image, and perceived quality. Aji et al. (2020) states that in the fast-food brand business, SMMA significantly influences brand loyalty. Based on this information, the hypothesis can be formulated as follows:

H7: SMMA has a positive impact on brand loyalty among Indonesian consumers.

RESEARCH METHOD

This research aims to measure the impact of Social Media Marketing Activities (SMMA) on brand equity and its subsequent influence on brand loyalty for mobile phones in the Indonesian market. The study will employ a survey method for data collection, conducted online from March 2023 to May 2023 using Google Forms (<https://docs.google.com/forms/>). Prior to administering the questionnaire to respondents, a clear explanation of the research objectives will be provided. Additionally, questions will be crafted concisely to facilitate respondent comprehension, aligning with recommendations from Ruswanti & Januarko (2015). A Likert scale ranging from 1 to 5 will be utilized, where 1 indicates strongly disagree and 5 denotes strongly agree.

The research will adopt measurement tools for variables based on previous studies. such as SMMA which was adopted from several studies, namely Yang et al. (2022) as many as twenty-two questions. In *the brand awareness variable*, an analysis was carried out with 4 questions adopted from the research of Hutter et al. (2013) and Godey et al. (2016). *Brand image* variables were analyzed with four questions adopted from three previous studies conducted by Sasmita & Suki (2015), Bilgin (2018), and Seo & Park (2018)(Seo & Park, 2018). The measurement of *perceived quality* was adopted based on several previous studies, namely Aaker (1996), Yoo & Donthu (2001) and Schivinski & Dabrowski (2015). The *brand loyalty* variable is adopted from four questions that have been done by Athapaththu & Kulathunga (2018).

The target respondents for this study are active users of social media platforms commonly used by companies to promote products in Indonesia, including Instagram, X, Facebook, Youtube, and Tiktok. The distribution of questionnaires will take place in Jakarta and Banten from October to November 2023. Respondents

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will be categorized into four age groups: 18 to 26 years, 27 to 34 years, 35 to 42 years, and 43 years and above.

According to Hair et al. (2018), when the minimum sample size used is 200, the recommended method is PLS-SEM. This research will employ a quantitative approach with the structural equation model method, utilizing SmartPLS 4 as the data processing tool. Referring to Hair et al. (2018), the minimum sample size for this study should be at least 5 times the number of questionnaire items.

RESULT AND DISCUSSION

Convergent validity is associated with the principle that measures (manifest variables) of a construct should have high correlations. Convergent validity is assessed based on loading factors and Average Variance Extracted (AVE) values. The rule of thumb used in convergent validity testing is that the loading factor values should be greater than 0.7, and AVE values should exceed 0.5, as suggested by Hair et al. (2014) and Anderson & Gerbing (1988).

The loading factor results for the research model indicate the Brand Awareness indicators, represented by BAW1 (0.795), BAW2 (0.778), BAW3 (0.755), and BAW4 (0.743). Based on these loading factor values, it can be concluded that the Brand Awareness indicators meet the criteria by exceeding 0.7. Similarly, the Brand Image indicators, represented by BIM1 (0.772), BIM2 (0.805), BIM3 (0.792), and BIM4 (0.789), meet the criteria. The Perceived Quality indicators, including PQ1 (0.861), PQ2 (0.813), and PQ3 (0.810), also meet the criteria with loading factor values exceeding 0.7. The Brand Loyalty indicators, represented by BL1 (0.833), BL2 (0.787), BL3 (0.828), and BL4 (0.839), meet the criteria. Finally, the Social Media Marketing Activities (SMMA) indicators—SMMA1 (0.824), SMMA2 (0.743), SMMA3 (0.815), and SMMA4 (0.778)—also meet the criteria.

After confirming that the research model meets the criteria, the next step is to evaluate the AVE values for each latent variable. The AVE values for Social Media Marketing Activities (0.625), Brand Awareness (0.590), Brand Image (0.623), Perceived Quality (0.686), and Brand Loyalty (0.675) all meet the criteria with AVE values greater than 0.5.

Reliability analysis is conducted using Cronbach's alpha (CA) and composite reliability (CR) values. The criteria for reliability are $CA > 0.7$ and $CR > 0.7$, according to Hair et al. (2014). The variables tested pass the reliability test with Social Media Marketing Activities (CA=0.799; CR=0.869), Brand Awareness (CA=0.768; CR=0.852), Brand Image (CA=0.799; CR= 0.869), Perceived Quality (CA=0.771; CR=0.868), and Brand Loyalty (CA=0.840; CR=0.893).

Subsequently, a coefficient of determination analysis is performed using R-squared (R^2) to determine the strength of an independent variable in explaining a dependent variable. The R^2 values for each independent variable are Brand Awareness (0.697), Brand Image (0.694), Perceived Quality (0.677), and Brand Loyalty (0.783). According to Chin (1998), an R^2 value greater than 0.67 indicates a strong

independent variable. Therefore, the independent variables in this study fall into the strong category.

The results of the T-Value testing and the path diagram are presented below:

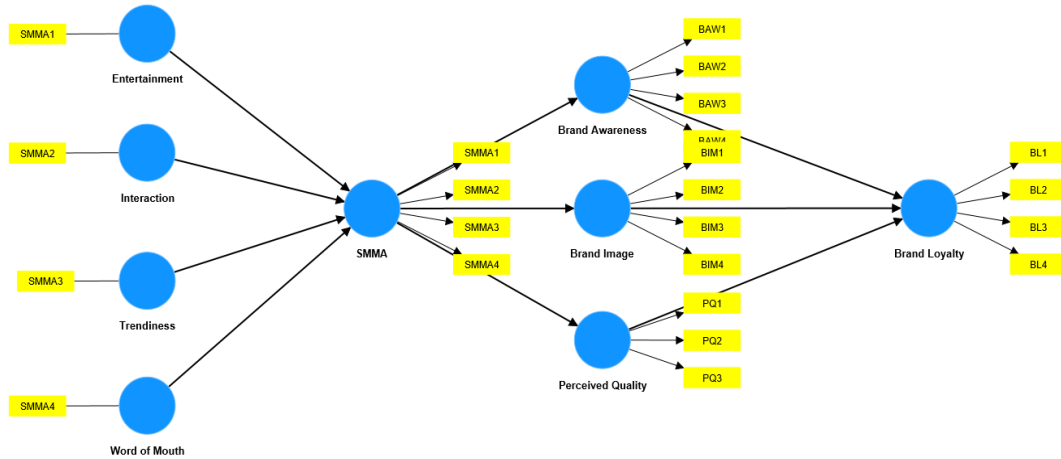


Figure 1. The results of T-Value testing

Hypothesis testing in the study is based on Figure 2, the T-Value test results above. The hypotheses tested are as follows::

Table 1: Research Model Hypothesis Testing

Hypothesis	Path	Path Coefficient	t-Statistics	p-value	Conclusion
H1	SMMA has a positive impact on brand awareness among consumers in Indonesia.	0,835	22,359	0,000	Accepted
H2	SMMA has a positive impact on brand image among consumers in.	0,833	21,102	0,000	Accepted
H3	SMMA has a positive impact on perceived quality among consumers in Indonesia.	0,823	20,200	0,000	Accepted
H4	Brand awareness has a positive impact on brand loyalty among consumers in Indonesia.	0,255	3,068	0,002	Accepted
H5	Brand Image has a positive impact on brand loyalty among consumers in Indonesia.	0,398	5,963	0,000	Accepted
H6	Perceived quality has a positive impact on brand loyalty among consumers in Indonesia.	0,296	3,914	0,000	Accepted
H7	SMMA has a positive impact on brand loyalty among consumers in Indonesia.	0,789	16,755	0,000	Accepted

Source: SmartPLS 4 processed data (2023)

The relationship between SMMA and Brand Loyalty is proven to be positively and significantly related, as indicated by the positive path coefficient values. However, the results also consider the impact of SMMA on Brand Loyalty mediated by Brand Awareness, Brand Image, and Perceived Quality. In the relationship between SMMA and brand loyalty mediated by brand awareness, the path coefficient is 0.213, t-statistic is 3.106, and p-value is 0.002. For brand image mediating SMMA with brand loyalty, the path coefficient is 0.332, t-statistic is 5.612, and p-value is 0.000. Regarding perceived quality mediating SMMA with brand loyalty, the path coefficient is 0.244, t-statistic is 3.774, and p-value is 0.000. This indicates that brand awareness, brand image, and perceived quality are considered capable of mediating the relationship between SMMA and brand loyalty.

The SMMA variable is divided into four dimensions: entertainment, interaction, trendiness, and word of mouth. The testing results show that entertainment, interaction, trendiness, and word of mouth have a positive and significant impact on brand awareness, brand image, and perceived quality. Based on the results of hypothesis analysis, all research hypotheses can be substantiated.

Discussion

The research respondents were predominantly in the age group of 18 to 26 years, constituting 66.8% of the sample; the age range of 27 to 34 years was 25.8%; ages 35 to 42 years accounted for 4.8%, and those aged 43 and above were 2.6%. The highest educational attainment of the respondents was predominantly a Bachelor's degree (S1) with a percentage of 67.7%, followed by diploma holders at 13.1%, Master's degree (S2) at 10.5%, and high school (SMA/SLTA/SMK) at 8.7%. Instagram emerged as the most widely used social media platform among respondents, with a percentage of 50.7%. This suggests that Instagram is the preferred social media platform for consumers of mobile phones.

The study results indicate that Social Media Marketing Activities (SMMA) have a significant impact on brand awareness, brand image, and perceived quality among mobile phone buyers in Indonesia. Social media has become a new marketing tool for companies, and these findings align with the positive and significant impact of Instagram on brand awareness, brand image, and perceived quality in the coffee industry, as confirmed by Park & Namkung (2022). The study contributes to the understanding that overall social media can positively influence brand equity.

Previous research by Seo & Park (2018) confirmed the positive impact of SMMA on brand awareness and brand image in the aviation industry. Aji et al. (2020) also confirmed that quick-service restaurant brands using SMMA had a significant impact on brand equity, including brand awareness, perceived quality, and brand loyalty. Heskiano et al. (2020) highlighted the positive and significant relationship between brand image, brand awareness, and brand loyalty influenced by SMMA. Kim & Ko (2011) found a positive and significant impact of SMMA on the value of equity, relationship value, and brand value for luxury brands.

Therefore, it can be concluded that SMMA can serve as a valuable tool for marketing products or services across various industries. This conclusion is reinforced by Demircioglu et al. (2021), affirming the crucial role of SMMA in marketing in higher education and its contribution to improving perceived educational quality. This underscores the importance for companies to stay abreast of developments in marketing strategies within the digital information technology landscape.

The dimensions of SMMA, including entertainment, interaction, trendiness, and word of mouth, were found to have a positive and significant impact on brand awareness, brand image, and perceived quality. This suggests that these dimensions can be prioritized for improvement in SMMA usage. Notably, if a company aims to enhance brand awareness, emphasizing entertainment, as it has the highest t-statistic value (26.69), can be an efficient strategy. Entertainment also exhibits the highest impact on brand image and perceived quality, making it a viable alternative for companies seeking to improve these aspects with an efficient budget.

The study also confirms a significant influence between brand equity, represented by brand awareness, brand image, and perceived quality, and brand loyalty. This is in line with findings by Islam & Rahman (2016) and Heskiano et al. (2020), indicating a positive and significant relationship between brand image and brand awareness with brand loyalty. This emphasizes that brand awareness, brand image, and perceived quality are crucial considerations for businesses aiming to enhance brand equity. Brand image, in particular, has a more significant impact on brand loyalty, as indicated by the higher t-statistic value compared to other brand equity variables.

Moreover, the study reveals that perceived quality can positively influence brand loyalty among consumers, as perceived quality positively affects customer value perception. This aligns with Bae & Jeon's (2022) analysis. The significance of perceived quality in influencing consumer perceptions of quality is also highlighted by Konuk (2019). Thus, improving perceived quality can contribute to increased brand loyalty. The study also confirms the mediating role of brand equity in the relationship between SMMA and brand loyalty, consistent with prior research by Yang et al. (2022), Godey et al. (2016), and Dhewi et al. (2021). This underscores the importance of social media in building brand loyalty, and companies need to invest in SMMA to enhance customer loyalty (Van & Fah (2022).

In this study, respondents were found with a total of 229 people and the majority were aged 18 to 26 years amounting to 153 people or 66.8% of all respondents. This shows that the results of this study show that the majority of teenagers in Indonesia have used social media to find information about the *brands* that will be purchased by their products. The majority of the education levels owned by respondents were S1 which was 155 people with 67.7% of all respondents. In this study also had many responses who were *millennials*. According to Hershatter & Epstein (2010), *millennials* are a generation that is comfortable with the use of technology and is not only able to access information and data, but makes many

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thoughts about the function of technology in the world without borders. This has resulted in the development of technology is currently developing rapidly. This incident needs to be utilized by companies to continue to develop the company's ability to utilize technology, one of which is SMMA. The influence of SMMA that affects *brand loyalty* among consumers can also be caused because *mobile phone* products are one of the means for people to use social media. In addition, *mobile phones* have become a necessity among people today.

CONCLUSION

Based on the obtained results, it can be concluded that Social Media Marketing Activities (SMMA) have a positive and significant impact on brand awareness, brand image, and perceived quality. Additionally, brand awareness, brand image, and perceived quality have been proven to positively and significantly influence brand loyalty. Brand equity, represented by brand awareness, brand image, and perceived quality, has been shown to effectively mediate the relationship between SMMA and brand loyalty.

However, this study has encountered certain limitations that should be considered as reference points for future research. One limitation is the focus on mobile phone consumers within the Indonesian population, limiting the generalizability of the study's findings to Indonesia only. Moreover, it is deemed necessary to conduct further research by incorporating additional variables related to brand equity and brand loyalty to broaden the scope of the study. For instance, adding factors that explore the influence of brand loyalty on the loyalty of customers based on price sensitivity.

Future research endeavors should delve into studying the impact of SMMA on customer equity and explore additional variables related to brand loyalty. Further investigation into the influence of SMMA on brand equity could benefit from a deeper understanding of factors affecting SMMA performance in relation to brand loyalty. These factors could include categorizing respondents based on specific educational or financial criteria. Additionally, future researchers might consider substituting mobile phones with other products to provide a more comprehensive understanding of the impact of SMMA on brand equity and brand loyalty.

The study asserts that SMMA significantly and indirectly contributes to positive brand equity and influences brand loyalty among mobile phone consumers. Hence, companies can consider investing in marketing through social media platforms. The research also identifies the impact of SMMA on the perceived quality of products or services. Therefore, the managerial implication is to utilize social media as a marketing tool, allowing consumers to perceive the quality of products or services in alignment with their expectations. This marketing strategy can attract new customers and foster customer loyalty. Furthermore, companies can build brand awareness, brand image, and perceived quality by leveraging SMMA. For optimal use of SMMA, companies can emphasize the entertainment dimension, as it has been found to have a positive and significant impact on brand awareness, brand image, and perceived quality.

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