

The effect of social media marketing on brand trust, brand equity and brand loyalty

Haudi^a, Wiwik Handayani^{b*}, Musnaini^c, Yohanes Totok Suyoto^d, Teguh Prasetyo^d, Endang Pitaloka^d, Hadion Wijoyo^e, Hendrian Yonata^f, Intan Rachmina Koho^g and Yoyok Cahyono^g

^aSTAB Dharma Widya Tangerang, Banten, Indonesia

^bEconomic and business Faculty, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

^cEconomic and business Faculty, Universitas Jambi, Jambi, Indonesia

^dDepartment of Management, Universitas Pembangunan Jaya, Indonesia

^eSTMIK Dharmapala Riau, Indonesia

^fSekolah Tinggi Agama Buddha (STAB) Dharma Widya Tangerang, Indonesia

^gUniversitas Pramita Indonesia, Indonesia

CHRONICLE

ABSTRACT

Article history:

Received: October 3, 2021

Received in revised format: November 26, 2021

Accepted: January 29, 2022

Available online: February 2 2022

Keywords:

Social Media Marketing

Brand Trust

Brand Equity

Brand Loyalty

SMEs Performance

This study aims to determine the effect of social media marketing activities on brand trust, brand equity and brand loyalty in social media. The study uses the Structural Equation Modeling (SEM) method with SPSS 3.3.3 software with a sample of 450 respondents determined by the simple random sampling method who had experience of using social media for at least six months. Data was obtained by distributing online questionnaires using google form. The results show that social media marketing has a positive effect on brand trust, social media marketing has a positive influence on brand equity, and social media marketing has a positive influence on brand loyalty. Brand trust has a positive influence on SMEs Performance, Brand equity has a positive influence on SMEs Performance and finally brand loyalty has a positive influence on SMEs Performance.

© 2022 by the authors; licensee Growing Science, Canada.

1. Introduction

In the digital era, the development of increasingly sophisticated technology and communication, the selection of the use of marketing through social media is the main choice made by business actors, now the use of social media has become the main pillar in the delivery of information. One of the advantages of social media is that it has a lot of potential for the progress of a business (Aji et al., 2020; Pourkhani et al., 2019). Once Indonesian people are interested in social media services, various platforms continue to come to Indonesia. Various new social media platforms are continuously introduced, and interestingly they always find the right market share in Indonesia (Akoglu et al., 2021). Business transactions via the internet are a new business phenomenon (Salimi et al., 2019; Zahara et al., 2021). One of the benefits of the internet as a means of introducing and marketing products or services. From the financial side, online marketing is very promising for increasing operating profits. Empowerment and development of Micro, Small and Medium Enterprises (MSMEs) is an effort taken by the Indonesian government to overcome the problems of unemployment and poverty. The COVID-19 pandemic has had a major impact on all aspects and sectors of people's lives, especially in the economic sector. The presence of COVID-19 has made the economic situation around the world worse. In fact, world financial institutions such as the International Monetary Fund (IMF) have projected that the global economy will grow at minus 3%. According to Ebrahim et al. (2020) the whole community is under enormous and massive economic pressure. Indonesia is experiencing a very heavy domino effect, where health hits

* Corresponding author.

E-mail address: wiwik.em@upnjatim.ac.id (W. Handayani)

social, social hits the economy, and the economy will affect the financial sector, especially from bank and non-bank financial institutions. Social media is currently growing rapidly in society so that the number of users is also increasing, related to the increasingly rapid growth of technology and increasing public knowledge of information technology (Akoglu et al., 2021; Belenioti et al., 2019). Social media has made searching for information and buying goods using traditional methods irrelevant and has produced new social and economic consequences. The company makes social media a part of its marketing strategy and considers it a less expensive platform where marketers can carry out integrated marketing activities with minimum effort. Social Media Marketing (SMM) is a proponent of traditional and digital marketing communication tools that monitor and facilitate customer communication, collaboration and interaction with a company, its brands and other customers, and drive their engagement (Erdoğan et al., 2012; Ebrahim et al., 2020). QMS is a challenge for marketing managers, which can be used as a powerful driver to respond to customers that can positively influence their purchase intentions, behavior and decisions and a major factor in building brands and creating long-term customer relationships (Chaudhuri et al., 2001; Erdoğan et al., 2012). Chaudhuri et al. (2001) and Erdoğan et al. (2012) identified five main strengths of social media marketing: interaction, entertainment, trendiness, customization, and word-of-mouth, which capture the perceptions of engaged consumers regarding various marketing practices on social media and characterize them. typical of social media marketing activities. These activities stimulate the consumer experience and will have an impact on brand equity and subsequent purchase intention and behavior. In the context of social media, consumer responses to various interactions are subject to trust; which plays a critical role in impacting online activity and translating marketers' efforts into equity and loyalty (Bilgin et al., 2018; Chaudhuri et al., 2001).

The use of social media has become a major habit for people in Indonesia. Social media that is often used by Indonesians can be divided into two dimensions, namely the dimensions of the number of users (high user / low user) and the dimension of ease of accessibility (high accessibility / low accessibility) (Akoglu et al., 2021; Belenioti et al., 2019; Bilgin et al., 2018). Based on the dimensions of low accessibility and low users, LinkedIn, Skype, and Slideshare are filled in, where these three social media platforms are more often used by professionals or experts to make work easier. Whatsapp, Line, and Facebook Messenger fall into the high user and low accessibility category with grouping in the form of applications to send personal messages from users to other users or groups. Instagram, Facebook, Twitter, and Youtube are social media that are in the high dimension (Akoglu et al., 2021; Erdoğan et al., 2012; Ebrahim et al., 2020). User and high accessibility can be said to be mainstream social media that is widely used by most people and has a variety of users ranging from teenagers to adults, and provides the latest features but can still be of interest to all users.

2. Literature Review

2.1 Social Media Marketing

Social media is content containing information created by people who utilize publishing technology, is highly accessible and is intended to facilitate communication, influence and interaction with others and with the general public (Bernardo et al., 2020). One of the fastest growing social media in Indonesia is Instagram. Instagram is an application that is used to share photos and videos. Instagram itself is still part of Facebook which allows our Facebook themes to follow our Instagram accounts. The increasing popularity of Instagram as an application used to share photos makes many users who go into online business also promote their products through Instagram so that potential consumers can see the types of goods or services offered. The use of social media or social media usage is a pattern of behavior carried out online, both active use of social media and passive use of social media (Verduyn et al., 2017). Active behavior is characterized by feedback between users, such as liking each other, giving comments, sharing posts, sending messages and other things that have direct involvement between users. Meanwhile, passive behavior is the use of social media whose intensity is only limited to carrying out and monitoring the activities of others on social media without direct involvement. Han et al. (2015) and Khadim et al. (2018) described the active and passive behavioral patterns of the use of social media which are assessed from a marketing perspective. Passive social media use is described as a consumer's consumption behavior, such as monitoring products, watching promotional content, and viewing product ratings and reviews. According to El Naggat et al. (2017), active use of social media is activities such as contributing directly or creating content. The use of social media is considered very important, because of its wide and unlimited reach. Thus, it will provide many benefits for entrepreneurs. Some of the purposes of using social media include for marketing and to find information and help reduce marketing costs. According to Bernardo et al. (2020) and Chaudhuri et al. (2001) MSMEs also use social media to promote their products or services through available platforms. In addition, the use of social media makes it easier for marketers to build harmonious business relationships with consumers by utilizing consumer networks formed from social media. The more often social media users carry out activities through social media, the promotional activities through social media will be more widespread. By using social media, SME owners can find out the activities of other SMEs and can see how other SMEs are promoting, this can be one of the evaluation materials for SMEs to improve the way they promote. The relationship that exists between the behavior of social media users and the use of social media as a promotional media also turns out to be felt by consumers where with promotions through social media consumers can very easily find out about products, companies, and anything related to the company easily.

2.2 Brand trust

Khadim et al. (2018) state that trust is a positive expectation that others will not act opportunistically. From these definitions it can be explained that trust is a shared expectation that is maintained by an individual whose speech from one party to another can be trusted. Trust is the most important variable in building long-term relationships between one party and another. According to Han et al. (2015) and Khadim et al. (2018) trust or trust is defined as the perception of reliability from the consumer's point of view based on experience, or more on a sequence of transactions or interactions characterized by the fulfillment of product performance expectations and satisfaction. The main characteristic of trust is a positive perception shaped by experience. Bernardo et al. (2020) and Chaudhuri et al. (2001) concluded that brand trust has a positive effect on loyalty. Ebrahim (2020) and El Naggar et al. (2017) concluded that brand trust has a positive and significant effect on customer loyalty. Brand trust is an expectation of the reliability and intensity of both brands. Meanwhile, according to Ebrahim (2020), El Naggar et al. (2017), Han et al. (2015) and Khadim et al. (2018), trust is a number of specific beliefs about integrity (the honesty of trusted parties and the ability to keep promises), benevolence (trusted attention and motivation to act in the interests of those who trust them), competency (trusted ability to carry out the needs of those who trust them) and predictability (consistency of trusted party behavior). Brand trust is the perception of reliability from the consumer's point of view based on experience, or rather on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction. According to El Naggar et al. (2017), Han et al. (2015) and Khadim et al. (2018), customer trust in a brand is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results.

Brand trust is a customer relationship bond with a brand that is based on a sense of security and trust that the brand can be relied on in meeting customer interests and needs. Brand trust is an expectation of the reliability and intensity of both brands. Trust is several specific beliefs in the integrity, honesty of trusted parties and the ability to keep promises, attention and motivation that is trusted to act in the interests of those who trust them, the ability to be trusted to carry out the needs of trustees and predictability of the consistency of behavior of trusted parties. Brand trust is the perception of reliability from the consumer's point of view based on experience, or more on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance. Customer trust in the brand is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results, Brand trust can be measured through the dimensions of viability and the dimension of intentionality.

2.3 Brand equity

According to Wantini et al. (2021), brand is defined as the customer's perspective on the brand reputation. When a certain brand has a good reputation, it means that the brand has the potential to have high brand equity. According to Laroche et al. (2012), Sadek et al. (2018), Seo et al. (2020) and Seo et al. (2018), brand equity is "the set of brand assets and liabilities associated with the brand, its name and symbol; which adds or subtracts from the value provided by a product or service to a company and/or customers of that company". Thus, brand equity itself can be categorized as an intangible asset of a company that must be maintained. By maintaining and increasing brand equity, it can give customers more confidence to buy goods or services (Seo et al., 2020; Seo et al., 2018; Suharto et al., 2022). Wantini et al. (2021) defined brand equity or brand equity as a positive differentiating effect after knowing the brand name on consumer responses to products or services with that brand. Brand equity produces consumers who have choices if consumers are faced with two products that are basically almost the same. The term brand refers to the value embodied in a well-known brand. From the consumer's perspective, brand equity is the added value given to the product by the brand. Brand equity is a set of brand assets and liabilities associated with a brand, its name, symbol, which add to or subtract from the value provided by a product or service to the company or its customers (Laroche et al., 2012; Sadek et al., 2018; Seo et al., 2020; Seo et al., 2018; Suharto et al., 2022; Wantini et al., 2021). Brand equity is a set of brand assets and liabilities associated with a brand, its name and symbol, which add to or protect the value provided by a product or service to consumers. If the name or symbol of a brand changes, some or even all the assets may be changed or even lost, although some of them are shifted to a new name or symbol. Brand equity itself includes the overall strength of a brand in the market and will provide value to the company/business entity that produces the product/service. The task of marketers here is very important to be able to make the right design or strategy in making a brand identity that is easy to remember and has strong assets in society. High brand equity provides a competitive advantage for the company. Because consumers expect the brand to be available in stores, the company has higher supply power. High brand equity can also increase new customer loyalty and retain old customers. So it is very important for companies to create high brand equity in order to win the competition. Brand equity as a positive differential effect caused by the knowledge of the brand name on the customer for the product or service. Brand equity causes customers to show a preference for a product over another if the two are essentially identical. One of the preferences that consumers pay attention to is the brand of the product. Because basically everyone wants a product that can provide a high utility value for himself, so that if there are two or more identical products, then of course the brand is the differentiator and a natural thing if the consumer will buy one of the more branded products.

2.4 Brand Loyalty

Brand Loyalty is a measure of customer relationship to a brand. Brand loyalty is the core of brand equity which is a central idea in marketing because it is a measure of the customer's relationship with the brand (Laroche et al., 2012; Wantini et al., 2021). Loyal consumers will generally buy the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics from various angles (Laroche et al., 2012; Sadek et al., 2018). Viewed from various attribute angles, if many consumers of one brand fall into this category, it means that they have strong brand equity. Brand loyalty is a very important concept in marketing strategy (Haudi et al., 2022; Juwaeni et al., 2022; Purwanto et al., 2022). The existence of consumers who are loyal to the brand is very necessary for the company to survive. Loyalty can be defined as a deep commitment to re-purchase a product or service that becomes his preference consistently in the future by repurchasing the same brand despite situational influences and marketing efforts that can lead to switching behavior. Wantini et al. (2021) defined brand loyalty as "A measure of the attachment that a customer has a brand". Brand loyalty shows the existence of a bond between the customer and a particular brand and this is often marked by repeat purchases from customers. Brand loyalty refers more to a form of behavior from decision-making units to make continuous purchases of goods or services from a company where customers show a positive attitude towards a brand, have a commitment to a particular brand and intend to continue to buy it. It can be concluded that someone can be said to be loyal when that person has a commitment to a particular brand and makes repeat purchases because of positive feelings for the brand and feels that their needs are fulfilled. Brand loyalty is a measure of how likely customers are to switch to another brand. Loyal consumers in general will continue to buy the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics in terms of various attributes. In addition, loyal consumers will also voluntarily recommend using the brand to others which will ultimately increase company profits.

3. Hypothesis Development and Research Model

3.1 Social Media Marketing and brand trust

Marketing in social media is considered an effective tool in developing customer relationships (Ibrahim et al., 2021; Khadim et al., 2018). In addition, these interactions will build trust and remove uncertainties that might prevent customers from engaging with brands and conducting online transactions. Social media is considered by consumers as a reliable source of information functioning for marketing practices. According to Sanny et al. (2020), social media marketing has a positive influence on brand trust, this result is in line with Bernardo et al. (2020) that social media marketing has a positive influence on brand trust, an increase in social media marketing variables will encourage an increase in brand trust variables.

H₁: *Social Media Marketing has a positive influence on brand trust.*

3.2 Social Media Marketing and brand equity

Pramono et al. (2021) and Roets et al. (2014) in their research supported a positive influence of social media marketing characterization on brand trust. Companies use social media platforms to communicate, interact and engage with customers, providing value and experiences, thereby increasing their behavioral response to brands (Ibrahim et al., 2021; Khadim et al., 2018; Kwon et al., 2020). Consumers' perceptions of marketing activities carried out in an online context can improve their position. According to Tatar et al. (2016) and Laroche et al. (2012), social media marketing has a positive influence on brand equity.

H₂: *Social Media Marketing has a positive influence on brand equity.*

3.3 Social Media Marketing and brand loyalty

The positive effect of marketing activities in social media on brand loyalty has been demonstrated empirically in the research of Ibrahim et al. (2021) and Khadim et al. (2018). Online practices that occur are brand stimuli that shape consumer experiences and enhance their relationship with brands which in turn affect their responses which are described by preferences, intentions, and loyalty. According to research by Sanny et al. (2020) and Habibi et al. (2014), social media marketing has a positive influence on brand loyalty. According to research by Bernardo et al. (2020), Becerra et al. (2013) and Sanny et al. (2020), brand trust has a positive influence on SMEs' performance. This result has been also confirmed by Becerra et al. (2013), Tatars et al. (2016) and Habibi et al. (2014).

H₃: *Social Media Marketing has a positive influence on brand loyalty.*

3.4 Brand trust and SMEs Performance

Users with high levels of trust are more likely to be willing to engage in social media and show higher engagement in activities on social media which ultimately contribute to the value of the brand. Trust in social media attributes influence consumer behavior and is also considered a mediator of the relationship between marketing activities in social media and behavioral

intentions (Purba et al., 2021; Pramono et al., 2021; Roets et al., (014). According to research by Habibi et al. (2014) and Laroche et al. (2012), brand equity has a positive influence on SMEs' performance.

H₄: *Brand trust will have a positive influence on SMEs Kinerja Performance.*

3.5 Brand equity on SMEs Performance

Ibrahim et al. (2021) and Khadim et al. (2018) argue that brand equity refers to when users are willing to pay a high price or premium for a well-known brand that is already generally valued; thus, it demands favorable attitudes that lead to behavioral fidelity as a result. According to Habibi et al. (2014) and Laroche et al. (2012), brand equity has a positive influence on SMEs' performance (Tatar et al., 2016; Habibi et al., 2014).

H₅: *Brand equity has a positive influence on SMEs Kinerja Performance.*

3.6 Brand loyalty on SMEs performance

Brand loyalty will show a positive impact to SMEs' performance. Trust is a key factor in creating long-term relationships with consumers which is characterized by brand loyalty. There is a positive relationship between brand equity and SMEs Performance which is stimulated by consumer confidence in the value of a brand. According to Habibi et al. (2014), Laroche et al. (2012) and Sanny et al. (2020), brand loyalty has a positive influence on SMEs performance.

H₆: *Brand loyalty has a positive influence on SMEs performance.*

4. Method

The design of this research is quantitative research, used when carrying out hypothesis testing and describing the relationship to an event. Primary data from the current study was obtained through the survey method by distributing questions compiled into questionnaires to prospective respondents. The questionnaire was distributed online via social media as a dissemination tool which is distributed directly by researchers and uses social media marketing as a tool to support dissemination and e-mail as a tool. Respondents needed for research now have several criteria, namely residing in Indonesia, having a maximum age of 35 years, and having used social media for at least six months. This study uses the Structural Equation Modeling (SEM) method with SPSS 3.3.3 software with a sample of 450 respondents determined by the simple random sampling method and has used social media for at least six months. Data obtained by distributing online questionnaires using google form. This model describes six hypotheses where social media marketing activities are believed to have a positive relationship to brand loyalty, brand trust, and brand equity, and there is mediation that results in a positive relationship from social media marketing to brand equity and brand loyalty through brand trust and mediation that produces a positive relationship. from social media marketing to brand loyalty through brand equity. Social media marketing activities consist of 5 indicators (entertainment, interaction, trendiness, customization, and word-of-mouth). In this study, the researcher observed 3 dependent variables, namely brand trust, brand equity, and brand loyalty and one independent variable, namely social media marketing activities. The research model in this study is given in Fig.1.

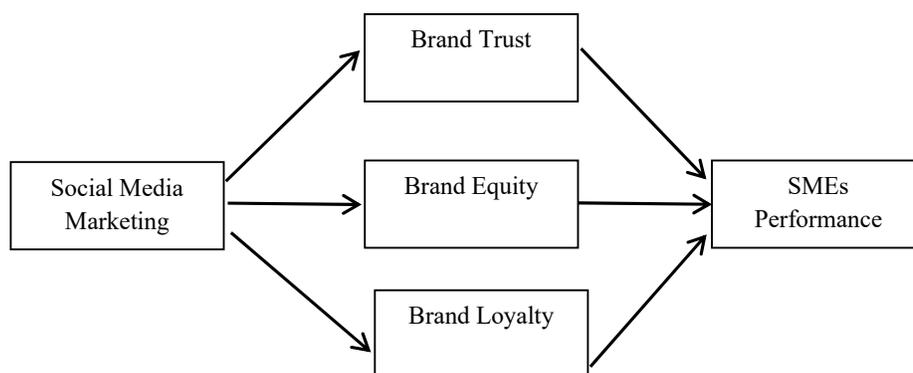


Fig. 1. Research Model

5. 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 (Purwanto et al., 2021).

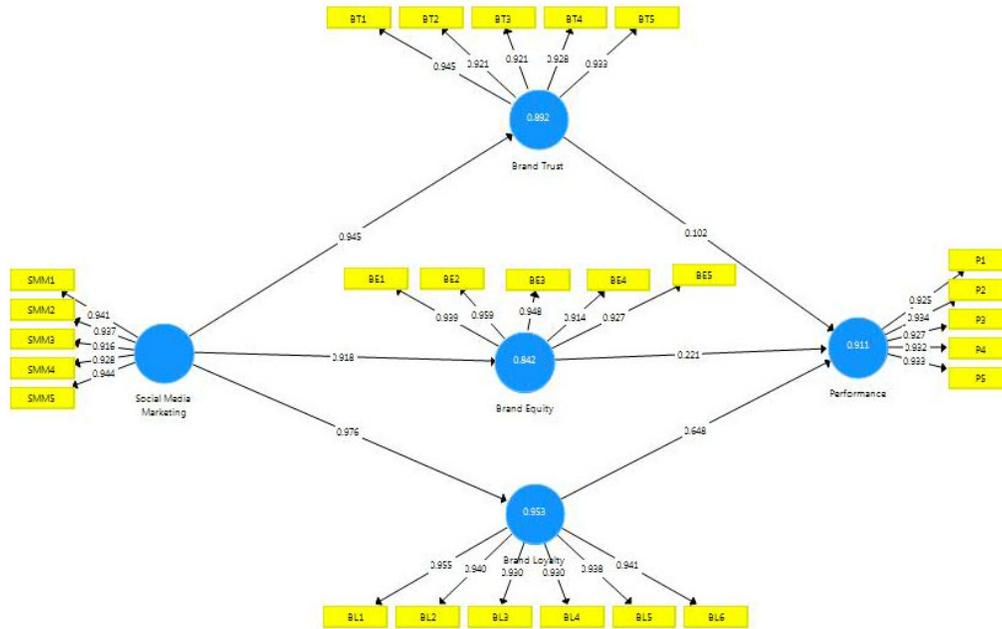


Fig. 2. Convergent Testing

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 (Purwanto et al., 2021), the following is a discriminant validity test in this study:

Table 1
Average Variance Extracted (AVE)

Variables	Cronbach's Alpha	Composite Reliability	(AVE)
Social Media Marketing	0.748	0.854	0.662
Brand trust	0.723	0.868	0.634
Brand equity	0.799	0.813	0.621
Brand loyalty	0.776	0.868	0.665
Performance	0.799	0.869	0.687

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 summarized in Table 2. From the results of the R-Square, it can be concluded that 99.2% Brand trust is influenced by Social Media Marketing, while the remaining 8% is influenced by other variables outside the study. Variable of Brand equity Influenced by social media marketing by 94.2% while the remaining 5.8% is influenced by other factors outside the theme of this study. Brand loyalty is Influenced by social media marketing by 95.3% while the remaining 4.7% is influenced by other factors outside the theme of this study. Variable of Performance is Influenced by social media marketing, Brand trust, Brand equity and Brand loyalty by 91.1% while the remaining 8.9% is influenced by other factors outside the theme of this study.

Table 2
The results of the R-Square

Dependent variables	R Square	R Square Adjusted
Brand trust	0.992	0.934
Brand equity	0.942	0.913
Brand loyalty	0.953	0.923
Performance	0.911	0.905

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:

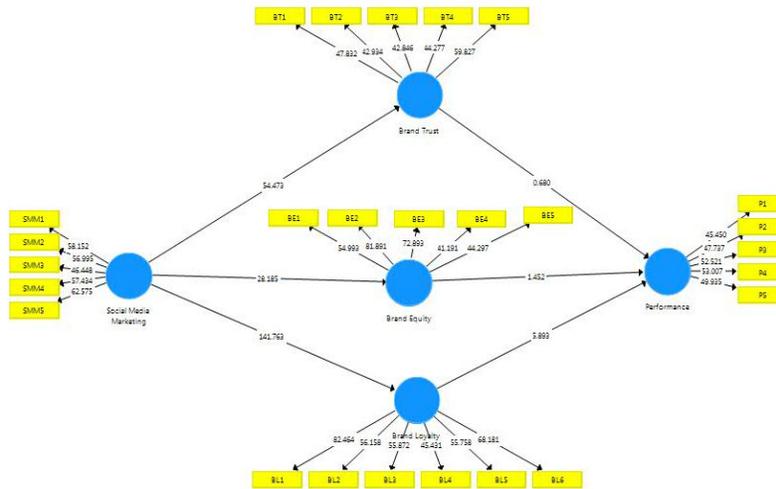


Fig. 3. Hypotheses Testing

Table 3
Hypothesis Testing

Correlation	Original Sample (O)	P Values	Conclusion
Social Media Marketing → Brand trust	0.464	0.002	Supported
Social Media Marketing → Brand equity	0.721	0.000	Supported
Social Media Marketing → Brand loyalty	0.434	0.001	Supported
Social Media Marketing → Performance	0.445	0.000	Supported
Social Media Marketing → Performance	0.724	0.003	Supported
Social Media Marketing → Performance	0.406	0.001	Supported

f² Effect Sizes Evaluation

Hair et al. (2020) explains that the guidelines for assessing **f²** are that values of 0.02 (= small), 0.15 (= moderate), and 0.35 (= large), respectively, represent small, medium, and low effects. large (Hair et al. 2020).

Table 4
f² Effect Sizes Evaluation

	Performance
Social Media Marketing	0.21
Brand trust	0.28
Brand equity	0.25
Brand loyalty	0.24
Performance	0.27

For the Social Media Marketing variable, the **f²** value of 0.21 represents a large effect, for the Brand trust variable, the **f²** value of 0.28 represents a large effect, for the Brand equity variable, the **f²** value of 0.25 represents a large effect, for the Brand loyalty variable, the **f²** value of 0.24 represents a large effect, for the performance variable, the **f²** value of 0.27 represents a large effect,

Q² Evaluation

Q² value is greater than 0 indicates that the model has predictive relevance for certain endogenous constructs. Conversely, values of 0 and below indicate a lack of predictive relevance (Hair et al., 2020).

Table 5
Q² Evaluation

Construct	Q ²
Brand trust	0.521
Brand equity	0.544
Brand loyalty	0.543
Performance	0.546

The value of Q^2 for the Brand trust variable is $0.521 > 0.000$, meaning that this variable has predictive relevance. The Q^2 value of the Brand equity variable is $0.544 > 0.000$, meaning that this variable has predictive relevance. The Q^2 value of the Brand loyalty variable is $0.543 > 0.000$, meaning that this variable has predictive relevance. The Q^2 value of the performance variable is $0.546 > 0.000$, meaning that this variable has predictive relevance. 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.

H₁: *Social media marketing has a significant effect on brand trust.*

Based on the results of the SEM analysis, it was found that the p value was $0.002 < 0.050$ so it was concluded that social media marketing had a positive and significant effect on the brand trust. These results are in line with the results of Saleem et al. (2015), Susanty et al. (2015), Seo et al. (2020) which indicate that social media marketing has a significant effect on brand trust.

H₂: *Social media marketing has a significant effect on brand equity.*

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 equity. This result is in line with the results of Zehir et al. (2011) and Zollo et al. (2020) which indicated that social media marketing had a significant effect on brand equity.

H₃: *Social media marketing has a significant effect on brand equity.*

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 loyalty and the results are in line with Purba et al. (2021), Pramono et al. (2021) and Roets et al. (2014).

H₄: *Brand trust has a significant effect on the Performance of SMEs.*

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 brand trust had a positive and significant effect on the performance of SMEs. The results confirm the results found earlier by Chaudhuri et al. (2001), Erdoğan et al. (2012) and Ebrahim et al. (2020) which indicate that brand trust had a significant effect on the performance of SMEs.

H₅: *Brand equity has a significant effect on the performance of SMEs.*

Based on the results of the SEM analysis, it was found that the p value was $0.003 < 0.050$ so it was concluded that brand equity had a positive and significant effect on the performance of SMEs. The same results have already been found by Sanny et al. (2020), Sharma et al. (2019), Saleem et al. (2015), Susanty et al. (2015) and Seo et al. (2020).

H₆: *Brand loyalty has a significant effect on the Performance of SMEs.*

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 loyalty had a positive and significant effect on the performance of SMEs. Other researchers such as Belenioti et al. (2019), Erdoğan et al. (2012) and Ebrahim et al. (2020) also have found similar results.

6. Discussion

The findings of this study have provided several insights that contribute to the development of information on marketing through social media by discussing the role of QMS activities in enhancing important goals in branding including brand trust, equity brand and brand loyalty. First, social media marketing activities will show a positive impact on brand trust. Social communication carried out by brands can build strong connections and derive value from long-term user interactions, which makes brands trustworthy and lovable. Second, activities in social media marketing will show a positive impact on brand equity. Users who use social media every day will be exposed more often to social activities media marketing that occurs on social media so as to create a positive impression and a good overview of social media. Third, social media marketing activities will show a positive impact on brand loyalty. Loyal customer with positive attitude who have the intention of revisiting the online platform fueled by the updated media, trendy and informed. Fourth, brand trust will show a positive impact on brand equity. Trust is a key factor in creating long-term relationships with consumers which is characterized by brand loyalty. Fifth, brand trust will show a positive impact on brand loyalty. In marketing, trust is the catalyst for building and maintaining relationships long term, and a proxy for equity that leads to a unique brand value and differentiation that are engraved in the minds of consumers. Sixth, brand equity will show a positive impact on brand loyalty.

Brand image is the perception and belief by consumers, as reflected in the associations embedded in customers' memories, which are always remembered for the first time when they hear the slogan and are embedded in the minds of consumers.

Brand image is a description of consumer associations and beliefs about a particular brand. Brand image is the observation and belief held by consumers. Brand image is a set of brand associations that are formed and attached to the minds of consumers. Brand image is a guide that will be used by consumers to evaluate products when consumers do not have sufficient knowledge about a product. source.

The results of the hypothesis test prove that the use of social media has an effect on the marketing performance of SMEs. Through the use of social media, SMEs can expand their promotional network and reach their marketing areas. In addition, using social media can also maintain good relationships with consumers, even in a pandemic condition that limits face-to-face activities. So that SMEs can still produce optimal performance in terms of increasing revenue volume, adding new consumers and also increasing sales profits through social media facilities. the ability of SMEs to innovate. Through the use of social media, SMEs can communicate their brand more consistently and ensure that these activities are successful in getting the attention of consumers. The brand trust variable is prioritized to be improved because by increasing the relationship with brand trust, brand equity and brand loyalty will also increase, and an increase in brand equity will also grow brand loyalty as well, so by focusing on strategies to improve the brand trust, then the other variables mediated from these variables will also increase. For new features, referring to the word-of-mouth dimension, the researcher suggests that Instagram adds the share to other platform features to the Instagram Story feature, whereas other features such as Instagram Post and IGVT already have the share feature because most people nowadays are looking at Instagram Stories more. While referring to the customization dimension, the researcher suggests Instagram to make a two factor authentication feature by using a facial recognition system as an additional option for Instagram users who have a smartphone that is adequate for this.

Social media facilitates communication between entrepreneurs and consumers and various interested parties anytime and anywhere. According to Moriansyah (2015) social media can be used by companies to answer questions and provide feedback to consumers which can improve the reputation of the goods or company. Doing good communication with consumers, companies can improve relationships with consumers, where social media allows for communication with many people and two-way communication. With social media technology that is able to communicate with thousands of customers, communicating with customers becomes easier and cheaper. Several respondents revealed that social media does have a strong relationship with the development of their current business.

7. Conclusion

Referring to the research objectives, this research can show all the things that are asked, namely the social media marketing activities that have been carried out by Instagram can affect consumer confidence in brands, consumer views on equity brands, and affect consumer loyalty to the brand. With marketing activities In its social media, Instagram can generate brand trust by users of the social media. Instagram is also able to instill a good perception of their brand image, and also create brand awareness of the Instagram brand. Loyalty of Instagram users also grows with the social media marketing activities carried out by Instagram. There is an additional thing, namely consumer trust can also mediate the relationship between social media marketing activities with brand loyalty and equity brand, as well as brand equity can mediate the relationship between social media activities marketing on brand loyalty. Instagram as a social media service provider on the This has created a service that is able to build trust, equity and loyalty from users when viewed based on the aspect of social media marketing. In future research, it is possible to distribute research questionnaires to a wider domicile so that respondents who represent the whole of Indonesia are obtained. Multiply the question items from each variable, and it is expected to add more than three question items for each variable. Further research can compare the types of users from Instagram, which are general users and business users, so that it can be seen the difference in the effect of the variables tested on the two types of users, and the suggestions given can focus on the types of users who make suggestions more accurate and precise. The model from this research can be developed by adding the dependent variable or adding the dimensions of social media marketing activities.

References

- Akoglu, H. E., & Özbek, O. (2021). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*.
- Al-gharaibah, O. (2020). Brand Equity and Loyalty in the Airline Industry: The Role of Perceived Value and Online Word of Mouth. *International Journal of Innovation Creative Chang*, 14(9).
- Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104.
- Belenioti, Z. C., Tsourvakas, G., & Vassiliadis, C. A. (2019). Museums brand equity and social media: looking into current research insights and future research propositions. *Strategic Innovative Marketing and Tourism*, 1215-1222.
- Bernarto, I., Berlianto, M. P., Palupi, Y. F. C., Meilani, M., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 3(2),23-28
- Becerra, E. P., & Badrinarayanan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, 22(5/6), 371-383.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128-148.

- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- El Naggari, R. A. A., & Bendary, N. (2017). The Impact of Experience and Brand trust on Brand loyalty, while considering the mediating effect of brand Equity dimensions, an empirical study on mobile operator subscribers in Egypt. *The Business & Management Review*, 9(2), 16-25.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, 58, 1353-1360.
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287-308.
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152-161.
- Hair Jr, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101-110.
- Haudi, H., Rahadjeng, E., Santamoko, R., Putra, R., Purwoko, D., Nurjannah, D., ... & Purwanto, A. (2022). The role of e-marketing and e-CRM on e-loyalty of Indonesian companies during Covid pandemic and digital era. *Uncertain Supply Chain Management*, 10(1), 217-224.
- Han, S. H., Nguyen, B., & Lee, T. J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. *International Journal of Hospitality Management*, 50, 84-93.
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., ... & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(2), 477-486.
- Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. A. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal*, 17(1), 1-13.
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755-1767.
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. *Sustainability*, 13(4), 2277.
- Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. A. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal*, 17(1), 1-13.
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product & Brand Management*, 30(7), 990-1015.
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755-1767.
- Pratiwi, D. M. (2015). The influence of brand image, brand trust and customer satisfaction on brand loyalty (Case of Samsung Smartphone). *Jurnal Berkala Ilmiah Efisiensi*, 15(5).
- Purwanto, A., Asbari, M., Santoso, T. I., Paramarta, V., & Sunarsi, D. (2020). Social and Management Research Quantitative Analysis for Medium Sample: Comparing of Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS. *Jurnal Ilmiah Ilmu Administrasi Publik: Jurnal Pemikiran Dan Penelitian Administrasi Publik*.
- Purwanto, A., & Juliana (2022). The effect of supplier performance and transformational supply chain leadership style on supply chain performance in manufacturing companies. *Uncertain Supply Chain Management*, 10(2), 1-8.
- Purwanto, A., Asbari, M., Santoso, T. I., Haque, M. G., & Nurjaya, N. (2020). Marketing Research Quantitative Analysis for Large Sample: Comparing of Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS. *Jurnal Ilmiah Ilmu Administrasi Publik: Jurnal Pemikiran dan Penelitian Administrasi Publik*.
- Purba, J., Samuel, S., & Budiono, S. (2021). Collaboration of digital payment usage decision in COVID-19 pandemic situation: Evidence from Indonesia. *International Journal of Data and Network Science*, 5(4), 557-568.
- PRAMONO, R., Sondakh, L. W., BERNARTO, I., JULIANA, J., & PURWANTO, A. (2021). Determinants of the small and medium enterprises progress: A case study of SME entrepreneurs in Manado, Indonesia. *The Journal of Asian Finance, Economics, and Business*, 8(1), 881-889.
- Pourkhani, A., Abdipour, K., Baher, B., & Moslehpour, M. (2019). The impact of social media in business growth and performance: A scientometrics analysis. *International Journal of Data and Network Science*, 3(3), 223-244.
- Roets, C. R. Q., Bevan-Dye, A. L., & Viljoen, W. P. (2014). Influence of social image and brand trust on mobile phone brand equity amongst African Generation Y students. *Mediterranean journal of social sciences*, 5(21), 75-75.
- Rudyanto, R., Pramono, R., & Purwanto, A. (2021). The influence of antecedents of supply chain integration on company performance. Bagchi, PK & Chun HB (2005). Supply Chain Integration: a European survey. *The International Journal of Logistics Management*, 16(2), 275-294.

- Sadek, H., Elwy, S., & Eldallal, M. (2018). The impact of social media brand communication on consumer-based brand equity dimensions through Facebook in fast moving consumer goods: The case of Egypt. *Journal of Business and Retail Management Research*, 12(2).
- Salimi, D., Tavasoli, K., Gilani, E., Jouyandeh, M., & Sadjadi, S. (2019). The impact of social media on marketing using bibliometrics analysis. *International Journal of Data and Network Science*, 3(3), 165-184.
- Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139-2146.
- Sharma, R., & Jain, V. (2019). CSR, trust, brand loyalty and brand equity: Empirical evidences from sportswear industry in the NCR region of India. *Metamorphosis*, 18(1), 57-67.
- Saleem, S., Rahman, S. U., & Umar, R. M. (2015). Measuring customer based beverage brand equity: Investigating the relationship between perceived quality, brand awareness, brand image, and brand loyalty. *International Journal of Marketing Studies*, 7(1), 66.
- Bernarto, I., Berlianto, M. P., Meilani, Y. F., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 24(3), 412-426.
- Susanty, A., & Kenny, E. (2015). The relationship between brand equity, customer satisfaction, and brand loyalty on coffee shop: Study of Excelso and Starbucks. *ASEAN Marketing Journal*, 14-27.
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), 1691.
- Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139-2146.
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), 1691.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.
- Suharto, Ruspindi I.W, Junaedi, Muhdar, Firmansyah,A., Sarana.(2022). Consumer loyalty of Indonesia e-commerce SMEs: The role of social media marketing and customer satisfaction. *International Journal of Data and Network Science*, 6(2). 383-390
- Tatar, Ş. B., & Eren-Erdoğan, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism*, 16(3), 249-263.
- Tugrul, T. O. (2015). The effects of consumer social media marketing experiences on brand affect and brand equity. In *Handbook of Research on Integrating Social Media into Strategic Marketing* (pp. 73-87). IGI Global.
- Wantini, E., & Yudiana, F. E. (2021). Social media marketing and brand personality to brand loyalty with brand trust and brand equity as a mediator. *Indonesian Journal of Islamic Economics Research*, 3(1), 1-14.
- Wijayaa, O., Sulistiyani, S., Pudjowati, J., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231-238.
- Wongsansukcharoen, J. (2022). Effect of community relationship management, relationship marketing orientation, customer engagement, and brand trust on brand loyalty: The case of a commercial bank in Thailand. *Journal of Retailing and Consumer Services*, 64, 102826.
- Zahara, Z., Rombe, E., Ngatimun, N., & Suharsono, J. (2021). The effect of e-service quality, consumer trust and social media marketing on intention to use online transportation services. *International Journal of Data and Network Science*, 5(3), 471-478.
- Zehir, C., Şahin, A., Kitapçı, H., & Özşahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. *Procedia-Social and Behavioral Sciences*, 24, 1218-1231.
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, 117, 256-267.



© 2022 by the authors; licensee Growing Science, Canada. This is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY). license (<http://creativecommons.org/licenses/by/4.0/>).