



The effect of social media marketing activities on customer loyalty as a mediating variable for brand trust and brand equity on Samsung brand smartphones

Chairani Chair¹, Vidyarini Dwita²

^{1,2}Departement of Management, Faculty of Economic and Business, Universitas Negeri Padang

INFO ARTIKEL

Diterima 12 Agustus 2024
Disetujui 15 Agustus 2024
Diterbitkan 17 Agustus 2024

Kata Kunci:

Aktivitas pemasaran media sosial; loyalitas pelanggan; kepercayaan merek; ekuitas merek

DOI:10.24036/jsme.xxxxxxx

Keywords:

Social media marketing activities; customer loyalty; brand trust; brand equity.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Social Media Marketing Activities terhadap Customer Loyalty sebagai Variabel Mediasi Brand Trust dan Brand Equity pada Smartphone merek Samsung di Kota Padang. Populasi dalam penelitian ini adalah pelanggan yang telah menggunakan produk Samsung. Penelitian ini melibatkan 193 responden sebagai sampel. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner online dan pengolahan data menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa (1) Social Media Marketing Activities berpengaruh positif dan signifikan terhadap Brand Trust (2) Social Media Marketing Activities berpengaruh positif dan signifikan terhadap Brand Equity (3) Social Media Marketing Activities berpengaruh positif dan signifikan terhadap Customer Loyalty (4) Brand Trust berpengaruh positif dan signifikan terhadap Brand Equity (5) Brand Trust berpengaruh positif dan signifikan terhadap Customer Loyalty (6) Brand Equity berpengaruh positif dan signifikan terhadap Customer Loyalty (7) Social Media Marketing Activities berpengaruh positif dan signifikan terhadap Customer Loyalty yang dimediasi oleh Brand Trust (8) Social Media Marketing Activities berpengaruh positif dan signifikan terhadap Customer Loyalty yang dimediasi oleh Brand Equity.

ABSTRACT

This study aims to analyze the effect of Social Media Marketing Activities on Customer Loyalty as a Mediating Variable for Brand Trust and Brand Equity on Samsung brand Smartphones in Padang City. The population in this research are customers who have used Samsung brand smartphones. This research involved 193 respondents as samples. Data collection was carried out by distributing online questionnaires, and data was processed using SmartPLS software. The findings of this research indicate that (1) Social Media Marketing Activities have a positive and significant effect on Brand Trust (2) Social Media Marketing Activities have a positive and significant effect on Brand Equity (3) Social Media Marketing Activities have a positive and significant effect on Customer Loyalty (4) Brand Trust has a positive and significant effect on Brand Equity (5) Brand Trust has a positive and significant effect on Customer Loyalty (6) Brand Equity has a positive and significant effect on Customer Loyalty (7) Social Media Marketing Activities has a positive and significant effect on Customer Loyalty mediated by Brand Trust (8) Social Media Marketing Activities have a positive and significant effect on Customer Loyalty, mediated by Brand Equity.

How to cite: Chair Chairani, Dwita Vidyarini (2024). The effect of social media marketing activities on customer loyalty as a mediating variable for brand trust & brand equity on Samsung brand smartphones in Padang City. *Journal of Small and Medium Enterprises*, Vol.3 (No.1),40-56. DOI: [10.24036/jsme.v1i1](https://doi.org/10.24036/jsme.v1i1)



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2020 by author.

* Corresponding author: Chairaniich@gmail.com

INTRODUCTION

In this era of digitalization, with advances in technology and communication that continue to develop, the use of smartphones has become an option for people to facilitate activities. With the convenience offered, people can carry out various activities simultaneously without being hindered by distance and time. Currently, the development of the telecommunications industry has developed very rapidly. With the development of technology developed by these manufacturers, human mobility is no longer limited by space and time. These changes have made it possible for people to access many things via their respective cellphones, as well as being able to communicate and find out what is happening quickly just by using a smartphone. Technology that is currently being widely used by people is often called smartphones. The emergence of smartphones, each of which has certain advantages, can cause confusion for potential consumers when deciding on a purchase. With the presence of smartphone products with a variety of brands and types, many people are confused in making a choice because each brand and type has many different advantages and disadvantages.

Different individuals Of all the smartphone brands available, Oppo is still the number 1 choice in 2023. The number of Oppo users in Indonesia is estimated to reach 20.36% of all cellphone users, even beating Samsung. According to Statcounter, Samsung itself sits in second place with the number of users at 18.42%. Throughout 2023, there will be fierce competition between Oppo and Samsung. The emergence of similar competitors is a problem where Samsung smartphones have to think about ways to survive, one of which is increasing sales of Samsung brand smartphone products. Customer loyalty is expressed as a form of customer commitment to continuously repurchase products and services in the future, even though influenced by circumstances and marketing efforts which are able to influence habits (Singh et al., 2021).

The Samsung smartphone company also has a strong and positive image, so that the name Samsung is well known among the public. By having a name and image that is well known among the public, it is now certain that people believe in the Samsung brand so that when consumers want to buy a product, namely a Samsung smartphone, that person will no longer hesitate to buy a Samsung smartphone because it has a strong brand and existence as a tool. leading electronic communications. This will make Samsung smartphones have innovations and good products. Apart from being covered in super elegant and luxurious design colors, this smartphone is also equipped with a classy camera with several cameras in it, not just one rear camera but now there is even a front camera in the middle to support or photograph an image so that it is visible. more clearly. Apart from not only having very good color and product design, Samsung smartphones are now supported by having super fast connectivity, namely by providing 5G connectivity. 5G connectivity is one of the many technological developments that is often found in several well-known smartphones today. One thing that influences customers is that they are attracted to using Samsung smartphones with the strategy of customer loyalty, social media marketing activities, trust and brand equity.

Social media marketing activities are a multipurpose platform, aiming to connect with each other in any context in a neutral manner and are not limited by time, place and subject. Marketing Social media marketing activities are an extension of traditional marketing and digital marketing communication tools Tuten & Solomon, (2017) that monitor and facilitate customer communication, collaboration and interaction with a company, its brands and other customers. In the current era, it can be seen that the development of social media use in Indonesia has also experienced a significant increase in social media use. Social Media Users In Indonesia there were 191 million active social media users in January 2022. This figure shows an increase of 12.35% compared to the previous year which reached 170 million people. This trend shows that the use of social media in Indonesia.

The Samsung smartphone company also has a strong and positive image, so that the name Samsung is well known among the public. By having a name and image that is well

known among the public, it is now certain that people believe in the Samsung brand so that when consumers want to buy a product, namely a Samsung smartphone, that person will no longer hesitate to buy a Samsung smartphone because it has a strong brand and existence as a tool. leading electronic communications. This will make Samsung smartphones have innovations and good products. Apart from being covered in super elegant and luxurious design colors, this smartphone is also equipped with a classy camera with several cameras in it, not just one rear camera but now there is even a front camera in the middle to support or photograph an image so that it is visible. more clearly. Apart from not only having very good color and product design, Samsung smartphones are now supported by having super fast connectivity, namely by providing 5G connectivity. 5G connectivity is one of the many technological developments that is often found in several well-known smartphones today.

The brand's trust in its exchange partner's reliability and integrity and is recognized for linking to other positive qualities including brand competence, consistency, honesty, responsibility and fairness, it reflects the customer's confidence that the company and its offerings are reliable and will strive to serve the customer's best long-term interests, thus illustrating its positive contribution to loyalty. (Rather & Hollebeek, 2019).

Brand Equality consists of brand recognition. Seo & Park (2018) show that brand recognition has a substantial influence. The perceived motivational strength of the influencer is revealed as the main predictor of buyer decisions. It cannot be denied that social media can involve content on social media that can increase purchase intentions and can be used as an efficient marketing tactic to increase trust. Based on the existing phenomena and the background described above, researcher are interested in researche "The Influence of Social Media Marketing Activities on Customer Loyalty as a Mediating Variable for Brand Trust & Brand Equity on Samsung Brand Smartphones in Padang City".

LITERATURE REVIEW

Customer Loyalty

Customer loyalty Customer loyalty is a customer's deep interest in purchasing a product, service, brand and organization (Wang & Wu, 2012). Customer loyalty is an important behavior that determines the future success of a brand (Christian et al., 2021). Customer loyalty has become a long-term asset that shows a good relationship between customers and operators providing services and products (Mursid & Wu, 2021). Indicators of Customer Loyalty Adriani Kusumawati & Sri Rahuyu, 2019:

- a. Revisit Intention
- b. Positive Word of Mouth
- c. Recommendations

According to (Priansa 2017), several factors influence brand loyalty, including:

- a. Value and Price
- b. Image
- c. Convenience and ease
- d. Quality Loyalty
- e. Customer Satisfaction
- f. Loyalty Service
- g. Guarantee
- h. Brand Trust

Social Media Marketing Activities

Media Social Marketing Activities is content that contains information created by people who utilize publishing technology, is very easy to access and is intended to facilitate communication, influence and interaction with other people and with the general public (Bernardo et al., 2022). Social media will stop if no users fill in the content. The characteristics of social media are that messages are conveyed not only to one person but can be sent to many people, messages delivered tend to be faster compared to other media, there is interaction with many parties, making this media more lively. Social media can take the form of forums, microblogging, social networking and social bookmarking. Indicators of Social Media Marketing Activities According to (Kim and KO, 2012):

- a. Trendiness
- b. Customisation
- c. Word of Mouth (WOM)

Brand Trust

Khadim et al. (2018) state that trust is a positive hope that other people will not act opportunistically. From this definition, it can be explained that trust is a shared hope that is maintained by an individual whose words move from one party to another to be trusted. Trust is built with confidence in reliability and honesty from one side to another. Chaudhuri & Holbrook in Setiawan (2020) customer trust consists of four indicators, namely:

- a. Trust in brand
- b. Brand reliability
- c. Brand honesty
- d. Brand safety

Brand Equity

According to Wantini & Yuldiana (2021), brand is defined as a customer's perspective on brand reputation. When a particular 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., 18 (2018); Seo et al., (2020); Seo & Park, (2018) brand equity is a set of brand assets and liabilities related to the brand, its name and symbols, which add to or subtract from the value provided by a product or service to a company and/or that company's customers. In this research, several indicators adapted from (Majeed et al., 2021) will be used, namely:

- a. Easy to recognize brand
- b. Trust brand company
- c. Brand is the first choice
- d. High brand quality

Social Media Marketing Activities on Brand Trust

Research conducted by Ibrahim & Aljarah (2018) stated that social media marketing activities have a significant relationship with brand trust. Research conducted by Anggraeni et al., (2019) and Zulfikar & Mikhriani, (2017) stated that social media marketing activities have a significant positive effect on brand trust. As a result, the hypotheses are:

H1: Social media marketing activities have a significant positive effect on brand trust.

Social Media Marketing on Brand Equity

Research conducted by Wantini & Yuldiana (2021) states that Social Media Marketing Activities have a positive and significant effect on Brand Equity. Research conducted by Rahayu (2021) also states that Social Media Marketing Activities have a positive and significant effect on Brand Equity. As a result, the hypotheses are:

H2: Social Media Marketing Activities have a positive and significant effect on Brand Equity

Social Media Marketing Activities on Customer Loyalty

Research conducted by Anggraeni & Djuwita (2019) explains that Social Media Marketing Activities have a positive and significant effect on Customer Loyalty. Research conducted by Swimbawa & Lemay (2023) states that Social Media Marketing Activities have a positive and significant effect on Customer Loyalty. As a result, the hypotheses are:

H3: Social Media Marketing Activities have a positive and significant effect on Customer Loyalty.

Brand Trust on Brand Equity

Brand Trust and brand equity support each other. Brand Trust is an important foundation in building strong brand equity, and strong brand equity, in turn, can maintain and strengthen consumer trust in a brand. Companies that successfully build and maintain consumer trust usually have higher brand equity and are more profitable. As a result, the hypotheses are:

H4: Brand Trust has a positive and significant effect on Brand Equity

Brand Trust on Customer Loyalty

Research conducted by Rini & Sulistyawati (2014) stated that Brand Trust has a positive and significant effect on Customer Loyalty. Research conducted by Anggraeni & Djuwita (2019) states that Brand Trust has a positive and significant effect on Customer Loyalty. As a result, the hypotheses are:

H5: Brand Trust has a positive and significant effect on Customer Loyalty.

Brand Equity terhadap Customer Loyalty

Research conducted by Wantini & Yuldiana (2021) states that Brand Equity has a positive and significant effect on Customer Loyalty. As a result, the hypotheses are:

H6: Brand Equity has a positive and significant effect on Customer Loyalty

Social Media Marketing Activities on Customer Loyalty mediation by Brand Trust.

Research conducted by Anggraeni & Djuwita (2019) stated that Social Media Marketing Activities had a positive and significant effect on Customer Loyalty mediation by Brand Trust. In this research, it is explained that social media marketing activities, such as direct interactions, special offers, and relevant content, play an important role in building consumer trust in brands. As a result, the hypotheses are:

H7: that Social Media Marketing Activities had a positive and significant effect on Customer Loyalty mediation by Brand Trust.

Social Media Marketing Activities on Customer Loyalty mediation by Brand Equity.

Research conducted by Wantini, E., & Yuldiana, F. E. (2021) states that Social Media Marketing Activities have a positive and significant effect on Customer Loyalty, mediated by Brand Equity. In this research, it is explained that social media marketing activities, such as active interactions, interesting content, and special offers, play a role in building brand Equity. As a result, the hypotheses are:

H8: Social Media Marketing Activities have a positive and significant effect on Customer Loyalty mediation by Brand Equity.

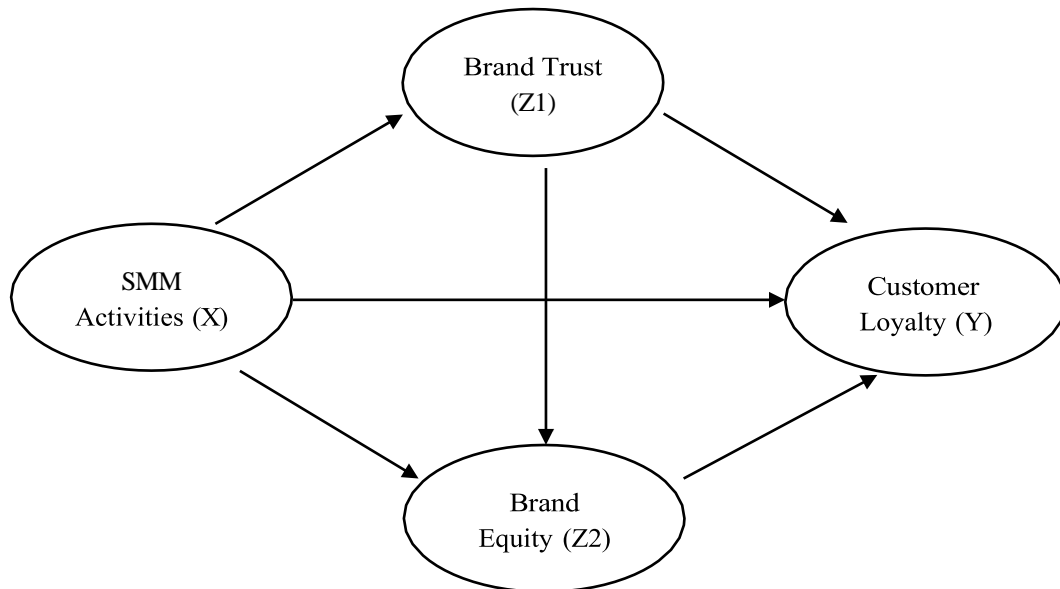


Figure 1. Conceptual Framework

METHOD

The type of research applied is quantitative research. Quantitative data is a data model that is measured or calculated directly with information as measured by numbers (Sugiyono, 2016). The primary data source in this study is data obtained from questionnaires filled out by research samples from predetermined populations. The total sample used in this study was 193 samples. This research uses non-probability sampling technique. The style of data collection used in this study was in the form of a questionnaire which was measured using a Likert Scale. Data analysis used in this research is SmartPLS 4.0 software.

The data that has been collected through the questionnaire will be analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Square path modeling (PLS) type. Furthermore, the data will be analyzed using SmartPLS 4. PLS software which can simultaneously test the measurement model and variant-based testing model. According to Ghazali and Latan (2015) in the book Hamid & Anwar (2019) the purpose of PLS-SEM is to develop theory or build theory (predictive orientation). PLS is used to explain whether there is a relationship between latent variables (predictions). PLS is a powerful analytical method because it does not assume the data must be of a certain scale of measurement, the number of samples is small. The data analysis model in this study is divided into two, namely descriptive analysis and inferential analysis.

RESULTS AND DISCUSSION

This study employs multivariate analysis in conjunction with structural equation modeling (SEM). SEM is a technique used to analyze unobserved variables (variables that cannot be measured) and calculate measurement errors. The SEM approach is used in this study and is based on Partial Least Squares (SEM-PLS). This method is used with small sample sizes. The SEM-PLS method is a type of causal modeling that aims to maximize the criteria for the variation of the latent variable that can be explained by the predictor. The SmartPLS software was used for the analysis.

The validity and reliability of the instrument being tested were assessed during the test of the test measurement model (outer model). The validity test is performed to demonstrate the extent to which the measuring instrument is capable of measuring what is

desired. The purpose of the validity test is to measure the quality of the instrument and demonstrate the instrument's validity, as well as how well a concept can be defined by the measure (Hair et al. 2018). The validity test is based on convergent validity, which requires that the factor loading be greater than 0.7 and the average extracted variance (AVE) be greater than 0.5. This study's validity test is the minimum value for construct validity test. Table 1 shows the results for the outer loading:

Table 1. Outer Loading

	Brand Equity (Z2)	Brand Trust (Z1)	Customer Loyalty (Y)	SMM Activities (X)
BE1	0.733			
BE2	0.752			
BE3	0.763			
BE4	0.808			
BT1		0.726		
BT2		0.788		
BT3		0.808		
BT4		0.824		
CL1			0.799	
CL3			0.738	
CL4			0.780	
CL5			0.863	
SMMA1				0.780
SMMA3				0.768
SMMA4				0.792
SMMA5				0.762
SMMA6				0.748

Source: Primary Data 2024

According to Table 1, after removing indicators with value less than 0.7, the values of all indicators were greater than 0.7. Convergent validity value is correct.

Tabel 2. Output AVE

	Average variance extracted (AVE)
Brand Equity (Z2)	0.584
Brand Trust (Z1)	0.620
Customer Loyalty (Y)	0.634
SMM Activities (X)	0.593

Source: Primary Data 2024

According to Table 2, if the AVE value of all variables is greater than 0.5, the convergent validity is said to be valid.

Tabel 3. Cross Loading Value

	Brand Equity (Z2)	Brand Trust (Z1)	Customer Loyalty (Y)	SMM Activities (X)
BE1	0.733	0.517	0.489	0.558
BE2	0.752	0.633	0.553	0.529
BE3	0.763	0.658	0.597	0.511
BE4	0.808	0.595	0.611	0.557
BT1	0.545	0.726	0.520	0.385
BT2	0.637	0.788	0.587	0.583
BT3	0.659	0.808	0.597	0.511
BT4	0.638	0.824	0.566	0.573
CL1	0.609	0.584	0.799	0.543
CL3	0.563	0.522	0.738	0.453
CL4	0.509	0.499	0.780	0.533
CL5	0.660	0.675	0.863	0.626
SMMA1	0.538	0.504	0.536	0.780
SMMA3	0.568	0.505	0.518	0.768
SMMA4	0.578	0.554	0.539	0.792
SMMA5	0.509	0.447	0.481	0.762
SMMA6	0.510	0.515	0.543	0.748

Source: Primary Data 2024

Table 3 shows that the variable's score (correlation) to the indicator is higher than the variable's score (correlation) to other indicators. It can be concluded that all of the indicators tested in the study have discriminant validity.

Tabel 4. Cronbach Alpha dan Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)
Brand Equity (Z2)	0.763	0.765
Brand Trust (Z1)	0.796	0.801
Customer Loyalty (Y)	0.807	0.818
SMM Activities (X)	0.829	0.830

Source: Primary Data 2024

According to Table 4, the variable has good reliability or is capable of measuring its construct. A variable is said to be quite reliable if its Cronbach alpha value is greater than 0.6 and its composite reliability is greater than 0.7 (Wetrs et al. 1974, cited in (Sofyani & Umy, n.d.).

Tabel 5. R Square

	R-square	Kriteria
Brand Equity (Z2)	0.682	Strong
Brand Trust (Z1)	0.433	Moderate
Customer Loyalty (Y)	0.629	Moderate

Source: Primary Data 2024

Based on Table 5, it shows that the R Square value of the Brand Equity variable is 0.682, this value states that the Brand Equity variable can be explained by the Social Media Marketing

Activities variable of 68.2% while the remaining 31.8% is explained by other variables not included in this research. The R Square value of the Brand Trust variable is 0.433, this value states that the Brand Trust variable can be explained by the Social Media Marketing Activities variable of 43.3% and the remaining 56.7% is explained by other variables not included in this research. Apart from that, the R square of the Customer Loyalty variable is 0.629, this value states that the purchase interest variable can be explained by the Social Media Marketing Activities, Brand Equity and Brand Trust variables of 62.9% and the remaining 37.1% is explained by other variables not included in this research.

Tabel 6. Path Coefficient

	<u>Original Sample</u>	T Statistics	P Values
SMM Activities (X) -> Brand Trust (Z1)	0.658	10.570	0.000
SMM Activities (X) -> Brand Equity (Z2)	0.324	4.327	0.000
SMM Activities (X) -> Customer Loyalty (Y)	0.258	3.273	0.001
Brand Trust (Z1) -> Brand Equity (Z2)	0.576	7.768	0.000
Brand Trust (Z1) -> Customer Loyalty (Y)	0.298	3.394	0.001
Brand Equity (Z2) -> Customer Loyalty (Y)	0.323	3.963	0.000

Source: Primary Data 2024

It is concluded from Table 6 and the results of statistical analysis using PLS that :

1. Social Media Marketing Activities have a positive and significant effect on Brand Trust.

In Table 6 Social Media Marketing Activities have a positive and significant influence on Brand Trust because the value obtained from hypothesis testing in Table 21 shows a T statistic value of 10.570 or > 1.96 , a P value of 0.000 or < 0.05 and an original sample value of 0.658. The research results identified that the first hypothesis was accepted, namely that Social Media Marketing Activities had a positive and significant effect on Brand Trust. Social Media Marketing Activities have a positive and significant effect on Brand Equity.

2. Social Media Marketing Activities have a positive and significant effect on Brand Equity.

In Table 6 Social Media Marketing Activities have a positive and significant influence on Brand Equity because the value obtained from hypothesis testing in Table 21 shows a T statistic value of 4,327 or > 1.96 , a P value of 0.000 or < 0.05 and the original sample value 0.324. The research results identified that the second hypothesis was accepted, namely that Social Media Marketing Activities had a positive and significant effect on Brand Equity.

3. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty

In Table 6, Social Media Marketing Activities have a positive and significant influence on Customer Loyalty because the value obtained from hypothesis testing in Table 21 shows a T statistic value of 3,273 or > 1.96 , a P value of 0.001 or < 0.05 and the original sample value 0.258. The research results identified that the third hypothesis was accepted, namely that Social Media Marketing Activities had a positive and significant effect on Customer Loyalty.

4. Brand Trust has a positive and significant effect on Brand Equity.

In Table 6, Brand Trust has a positive and significant influence on Brand Equity because the value obtained from hypothesis testing in Table 21 shows a T statistic value of 7.768 or > 1.96 , a P value of 0.000 or < 0.05 and an original sample value of 0.576. The research results identified that the fourth hypothesis was accepted, namely that Brand Trust had a positive and significant effect on Brand Equity.

5. Brand Trust has a positive and significant effect on Customer Loyalty.

In Table 6, Brand Trust has a positive and significant influence on Customer Loyalty because the value obtained from hypothesis testing in Table 21 shows a T statistic value of 3.394 or > 1.96, a P value of 0.001 or < 0.05 and an original sample value of 0.298. The research results identified that the fifth hypothesis was accepted, namely that Brand Trust had a positive and significant effect on Customer Loyalty.

6. Brand Equity has a positive and significant effect on Customer Loyalty.

In Table 6, Brand Equity has a positive and significant influence on Customer Loyalty because the value obtained from hypothesis testing in Table 21 shows a T statistic value of 3.963 or > 1.96, a P value of 0.000 or < 0.05 and an original sample value of 0.323. The research results identified that the sixth hypothesis was accepted, namely that Brand Equity had a positive and significant effect on Customer Loyalty.

Tabel 7. Indirect Effect

	Original Sample	T Statistics	P Values
SMM Activities (X) -> Brand Trust (Z1)			
-> Customer Loyalty (Y)	0.196	3.525	0.000
SMM Activities (X) -> Brand Equity (Z2)			
-> Customer Loyalty (Y)	0.105	2.879	0.004

Source: Primary Data 2024

It is concluded from Table 7 and the results of statistical analysis using PLS that :

1. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty, mediation by Brand Trust.

In Table 7, Social Media Marketing Activities have a positive and significant effect on Customer Loyalty mediated by Brand Trust because the value obtained from hypothesis testing in Table 22 shows a T statistic value of 3.525 or > 1.96, a P value of 0.000 or < 0.05 and original sample value

0.196. The research results identified that the seventh hypothesis was accepted, namely that Social Media Marketing Activities had a positive and significant effect on Customer Loyalty, mediated by Brand Trust.

2. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty, mediation by Brand Equity.

In Table 7, Social Media Marketing Activities have a positive and significant effect on Customer Loyalty mediated by Brand Equity because the value obtained from hypothesis testing in Table 22 shows a T statistic value of 2,879 or > 1.96, a P value of 0.004 or < 0.05 and original sample value

0.105. The research results identified that the seventh hypothesis was accepted, namely that Social Media Marketing Activities had a positive and significant effect on Customer Loyalty mediation by Brand Equity.

DISCUSSION

After analyzing the data with the PLS-SEM analysis technique, the following statistical processing results are obtained to test the research hypothesis:

1. Social Media Marketing Activities have a positive and significant effect on Brand Trust.

The research results show that the Social Media Marketing Activities variable has a positive and significant effect on Brand Trust. Social media marketing activities play a significant role in building brand trust. Through active interactions with consumers, such as posting engaging content and responding to comments, brands can form closer relationships with consumers. Quick responses to consumer questions or input on social media create the impression that the brand really pays attention to customer needs and is reliable. Additionally, selecting relevant, high-quality content, along with highlighting customer testimonials and authentic stories, helps build brand credibility and authenticity. Consumers who feel confident in a brand's values and integrity tend to have higher levels of brand trust.

Positive reviews and recommendations from consumers on social media are strong social proof, and can influence consumer trust in a brand. A brand's ability to respond well to criticism via social media shows the brand's commitment to improvement and improvement, thereby strengthening consumer confidence that the brand can be relied on in the long term. This is what forms a strong foundation in building brand trust in the minds of consumers.

Previous research that supports the results of this research is research conducted by Ibrahim & Aljarah (2018) which states that social media marketing activities have a significant relationship with brand trust. Research conducted by Anggraeni et al., (2019) and Zulfikar & Mikhriani, (2017) stated that social media marketing activities have a significant positive effect on brand trust. This research explains that social media is a means of interacting, exchanging information, debating about a product or service to increase trust in the use of social media as a marketing tool to become an alternative for companies to achieve business goals.

2. Social Media Marketing Activities have a positive and significant effect on Brand Equity.

The research results show that the Social Media Marketing Activities variable has a positive and significant effect on Brand Equity. Social media marketing activities that utilize social media platforms to communicate, interact and engage with customers tend to increase Brand Equity. Through Social Media Marketing Activities, companies can provide added value and positive experiences to customers, which then increases consumer behavioral responses to the brand.

Social Media Marketing Activities that are consistent on social media can also create a positive impression attached to the brand. Social media users who are continuously exposed to such marketing content tend to form positive perceptions and associate the brand with satisfying experiences. This is the main key in increasing Brand Equity, because these positive beliefs and associations directly increase the value and attractiveness of the brand in the eyes of consumers. Thus, Social Media Marketing Activities not only strengthen customer interactions, but also play an important role in forming and increasing brand equity, so that they can create a sustainable positive impact for the company.

Previous research that supports the results of this research is research conducted by Wantini & Yudiana (2021) which states that Social Media Marketing Activities have a positive and significant effect on Brand Equity. Research conducted by Rahayu (2021) also states that Social Media Marketing Activities have a positive and significant effect on Brand Equity. This research explains that Social Media Marketing activities seen from the dimensions of entertainment, interaction, trendiness, customization, and word-of-mouth have a positive influence on Brand Equity. Through social media platforms, brands can expand their reach and increase consumer awareness of their products or services. Direct interaction with customers allows for the formation of closer relationships, strengthening Brand Equity.

3. Social Media Marketing Activities have a positive and significant effect on Customer

Loyalty Social Media Marketing Activities play a key role in strengthening Customer Loyalty through various strategies that utilize direct interaction and content creativity. Through quick responses to customer inquiries and publication of relevant content, Social Media Marketing Activities can build strong relationships and ensure ongoing engagement. Various programs on social media such as gift programs, exclusive promotions, and loyalty programs advertised through social media provide incentives for loyal customers, thereby creating a strong bond between consumers and products. By leveraging social media analytics tools, businesses can measure the effectiveness of their campaigns, respond to customer feedback, and proactively adjust their strategies to strengthen the customer experience, thereby increasing Customer Loyalty.

Previous research that supports the results of this research is research conducted by Anggraeni & Djuwita (2019) which explains that Social Media Marketing Activities have a positive and significant effect on Customer Loyalty. Research conducted by Swimbawa & Lemmy (2023) states that Social Media Marketing Activities have a positive and significant effect on Customer Loyalty. In this research, it is explained that marketing activities on social media, such as direct interactions and special offers, create engagement and additional value that improves the relationship between brands and customers. By providing positive experiences and responding to individual needs, social media helps build emotional bonds, thereby increasing customer loyalty.

4. Brand Trust has a positive and significant effect on Brand Equity

Consumers' strong trust in a brand creates a solid foundation for building and increasing overall brand value. When consumers are confident that a brand will deliver the promised quality, provide a positive experience, and meet their expectations, it creates a deep emotional bond. This trust not only increases consumer loyalty, but also strengthens the brand image and positive perception in the eyes of the market.

In addition, Brand Trust also contributes to the core elements of Brand Equity, such as brand awareness, perceived quality, brand associations, and consumer loyalty. Consumers who believe in a brand tend to become loyal brand advocates, expanding the brand's reach through positive recommendations. Thus, building and maintaining brand trust is a strategic key in managing and increasing overall Brand Equity, so as to increase Brand Equity. In relationship marketing, trust is necessary to initiate and maintain relationships, trust develops from previous experience and contributes to building brand knowledge and associations. Therefore, it strengthens the assets of the company as indicated by brand equity (Ambler 1997; Delgado-Ballester & Munuera-Alem an, 2005).

Brand Trust and brand equity support each other. Brand Trust is an important foundation in building strong brand equity, and strong brand equity, in turn, can maintain and strengthen consumer trust in a brand. Companies that successfully build and maintain consumer trust usually have higher brand equity and are more profitable.

5. Brand Trust has a positive and significant effect on Customer Loyalty.

Brand Trust is a crucial factor in forming positive relationships between consumers and companies. When consumers perceive a brand's reliability, integrity, and consistent quality, they tend to develop high levels of trust. This creates a strong basis for forming customer loyalty, where consumers feel comfortable and confident to

continue choosing products or services from that brand. This trust not only creates transactional relationships, but also builds deep emotional bonds with consumers, thereby increasing customer loyalty.

With Brand Trust, customers are not just buyers, but also loyal supporters of a brand. Brands that are able to build high levels of trust in their consumers will experience positive impacts, such as increased customer retention, increased purchase frequency, and positive recommendations to others. This trust will ultimately give rise to customer loyalty to the brand. Previous research that supports the results of this research is research conducted by Rini & Sulistyawati (2014) which states that Brand Trust has a positive and significant effect on Customer Loyalty. Research conducted by Anggraeni & Djuwita (2019) states that Brand Trust has a positive and significant effect on Customer Loyalty. In this research, it is explained that when consumers have high trust in a brand, they tend to feel more comfortable and confident in purchasing products or using services from that brand. This trust creates a stronger connection between the brand and the consumer, minimizes uncertainty, and motivates consumers to choose the brand consistently. Thus, establishing Brand Trust is an important key in building and maintaining customer loyalty. Brand Equity has a positive and significant effect on Customer Loyalty.

Strong Brand Equity creates an emotional bond and trust, motivating consumers to repeatedly choose products or services from a particular brand. When consumers identify a brand with positive awareness, a favorable image, and consistent perceptions of quality, they are more likely to remain loyal to that brand. With solid Brand Equity, a closer relationship is created between brands and consumers, resulting in higher customer retention. In certain industrial contexts, the positive influence of Brand Equity on Customer Loyalty can be seen through increasing purchase frequency, recommendations to others, and positive responses to brand initiatives. So, it can be concluded that strong Brand Equity has an important role in increasing customer loyalty.

Previous research that supports the result of this research is research conducted by Wantini & Yudiana (2021) which states that Brand Equity has a positive and significant effect on Customer Loyalty. This research explains that Brand Equity includes consumers' positive perceptions of the brand, brand awareness, brand loyalty, and the values associated with the brand. A strong Brand Equity makes consumers feel more attached to the brand, feel that the brand's products or services provide better value, and tend to choose it consistently. Therefore, there is a positive relationship between good Brand Equity and higher levels of customer loyalty. Brands that succeed in building strong Brand Equity have an advantage in retaining customers and increasing consumer loyalty.

6. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty, mediation by Brand Trust.

Through marketing activities on social media, a brand can interact directly with consumers, provide relevant content, and respond quickly to feedback. All of this contributes to forming a positive consumer perception of the brand. When consumers feel connected to a brand through positive social media interactions, their level of trust in the brand increases.

Brand Trust which continues to increase is the key in linking social media marketing activities with the level of customer loyalty. Consumers who have high trust in a brand tend to perceive higher value in their relationship with the brand. Marketing activities on social media can strengthen brand image, transparency and consistent communication, all factors that form Brand Trust. As Brand Trust increases, consumers are more likely to remain loyal, make repeat purchases, and even share their

positive experiences with others. Therefore, it can be concluded that marketing activities via social media have a positive and significant impact on Customer Loyalty, with Brand Trust as an intermediary that strengthens this relationship.

Previous research that supports the results of this research is research conducted by Anggraeni & Djuwita (2019) which states that Social Media Marketing Activities have a positive and significant effect on Customer Loyalty mediated by Brand Trust. In this research, it is explained that social media marketing activities, such as direct interactions, special offers, and relevant content, play an important role in building consumer trust in brands. When consumers have high trust (Brand Trust) in a brand through positive interactions on social media, this tends to increase their loyalty to that brand. Mediation by Brand Trust shows that a high level of consumer trust is the main bridge connecting social media marketing activities with customer loyalty.

7. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty, mediation by Brand Equity.

Marketing activities via social that provide relevant content, fast responses and engaged interactions, contribute to increasing Brand Equity of a brand. These activities can create better brand awareness among consumers, shape a positive image, and communicate brand values effectively. Increased Brand Equity includes aspects such as perceived quality, brand uniqueness, and positive associations, creating a solid foundation for the relationship between the brand and consumers.

High Brand Equity then becomes a key factor in increasing Customer Loyalty. Consumers tend to be more loyal to brands that are considered to have good quality, are unique and have positive associations. By having strong Brand Equity through Social Media Marketing Activities, brands can motivate consumers to make repeat purchases, provide long-term support, and even promote the brand to others. Therefore, it can be concluded that Social Media Marketing Activities can positively influence Brand Equity and ultimately increase Customer Loyalty.

Previous research that supports the results of this research is research conducted by Wantini, El., & Yudiana, F. El (2021) which states that Social Media Marketing Activities have a positive and significant effect on Customer Loyalty mediated by Brand Equity. In this research, it is explained that social media marketing activities, such as active interaction, interesting content, and special offers, play a role in building brand value (Brand Equity). Brand Equity, which includes brand awareness, perceived value, and brand image, then becomes the bridge that connects social media marketing activities with the level of customer loyalty. In other words, by building strong Brand Equity through social media, brands are able to increase consumer loyalty, because consumers feel connected to the positive values and image of the brand. As a mediator, Brand Equity is a key factor that strengthens the relationship between social media marketing activities and higher levels of customer loyalty.

CONCLUSION

Based on the results of the hypothesis testing analysis, the influence of social media marketing activities on customer loyalty as a mediating variable for brand trust & brand equity on Samsung brand smartphones in Padang City is as follows that Social Media Marketing Activities have a positive and significant effect on Brand Trust on Samsung brand smartphones in Padang City. Social Media Marketing Activities have a positive and significant effect on Brand Equity on Samsung brand smartphones in Padang City. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty on Samsung brand smartphones in Padang City. Brand Trust has a positive and significant effect on Brand Equity on Samsung brand smartphones in Padang City. Brand Trust has a

positive and significant effect on Customer Loyalty on Samsung brand smartphones in Padang City. Brand Equity has a positive and significant effect on Customer Loyalty on Samsung brand smartphones in Padang City. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty mediation by Brand Trust on Samsung brand smartphones in Padang City. Social Media Marketing Activities have a positive and significant effect on Customer Loyalty mediation by Brand Equity on Samsung brand smartphones in Padang City.

REFERENCES

- Aaker, D. (2013). *Manajemen Pemasaran Strategi*. Jakarta: Salemba Empat.
- Aji, H. M., Berakon, I., & Md Husin, M. (2020). COVID-19 And E-Wallet Usage Intention: A Multigroup Analysis Between Indonesia And Malaysia. *Cogent Business and Management*, 7(1).
- Aji, P. M., 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. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Anuraga, G., Sulistiyawan, El., & Munadhiroh, S. (2017). Structural Equation Modeling Partial Least Square untuk Pemodelan Indeks Pembangunan Kesehatan Masyarakat (IPKM) di Jawa Timur. *Seminar Nasional Matematika Dan Aplikasinya Surabaya: Universitas Airlangga*, 257–263.
- Backlindo. (2023). Social Network Usage & Growth Statistics: How Many People Use Social Media in 2023? Backlindo.
- Bernardo, M. P. El., Tabuena, A. C., Necio, S. M. L., Macaspac, K. K., Domingo, D. I., & De Leon, P. D. M. (2022). A Literature Review on Digital Marketing Strategies and Its Impact on Online Business Sellers During the COVID-19 Crisis. *Asian Journal of Management, Entrepreneurship and Social Science*, 2(01), 141–153.
- Chandrasekara, A., & Joseph Kumar, T. (2016). Roots and Tuber Crops as Functional Foods: a Review on Phytochemical Constituents and Their Potential Health Benefits. *International Journal of Food Science*.
- Chiou, J. S., & Droge, C. (2006). Service Quality, Trust, Specific Asset Investment, and Expertise: Direct and Indirect Effects in a Satisfaction Loyalty Framework. *Journal of the Academy of Marketing Science*, 34(4), 613–627.
- Dermentzi, El., Papagiannidis, S., Toro, C. O., & Yannopoulou, N. (2016). Academic Engagement: Differences Between Intention to Adopt Social Networking Sites and Other Online Technologies. *Computers in Human Behavior*, 61, 321–332.
- Evans, W. D. (2008). Social Marketing Campaigns and Children's Media Use. *The Future of Children*, 181–123
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning dan Strategy)*. Surabaya: Qiara Media.
- Gamboa, A. M., & Goncalves, H. M. (2014). Customer Loyalty Through Social Networks: Lessons From Zara on Facebook. *Business Horizons*, 57(6), 709– 717.
- Gao, Y., Wang, J., & Liu, C. (2021). Social Media's Effect on Fitness Behavior Intention: Perceived Value as a Mediator. *Social Behavior and Personality: An International Journal*, 49(6), 1–11.

- Geldel Mahatma Yuda Bakti, I., & Sumaedi, S. (2013). An analysis of Library Customer Loyalty: The Role of Service Quality and Customer Satisfaction, a Case Study in Indonesia. *Library Management*, 34(6-7), 397-414.
- GoodStats. (2023). Samsung Jadi Merek Ponsel yang Paling Banyak Dipakai Warga Indonesia. GoodStats. <https://goodstats.id/article/samsung-jadimerek-ponsel-yang-paling-banyak-dipakai-warga-indonesia-tkg>
- Hair Jr., J., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate Data Analysis*. Pearson Education.
- Haryono, S. (2015). Pengaruh Shopping Orientation, Social Influence, dan System Terhadap Costumer Attitude melalui Perceived Ease of Use (Studi Pada Apple Store). *Jurnal Strategi Pemasaran*, 3(1), 1-14.
- Hussain, R., Nasser, A., & Hussain, Y. (2015). Service Quality and Customer Satisfaction of a UAE Based Airline: An Empirical Investigation. *Journal of Air Transport Management*, 167-175.
- Indriantoro, & Supomo. (2014). *Metodologi Penelitian Bisnis untuk Akuntansi & Manajemen*. BPFEL. Yogyakarta.
- Irianto, H. A. (2016). *Statistik Konsep Dasar*. Prenada Media.
- Irwan, I., & Adam, K. (2015). Metode Partial Least Square (PLS) dan Terapannya (Studi Kasus: Analisis Kepuasan Pelanggan Terhadap Layanan PDAM Unit Camming Kab. Bone). *Teknosains: Media Informasi Sains Dan Teknologi*, 9(1), 53-68
- Jaya, I. G. N. M., Sumertajaya, I. M., & Mattjik, A. A. (2008). Partial Least Square-Mixed Ammi Dalam Analisis Interaksi Genotipe X Lingkungan. In *Prosiding Seminar Nasional Sains Dan Teknologi-II*
- Karacan, C. G., & Akoglu, K. (2021). Educational Augmented Reality Technology for Language Learning and Teaching: A Comprehensive Review. *Shanlax International Journal of Education*, 9(2), 68-79. <https://doi.org/10.34293/education.v9i2.3715>
- Khadim, R. A., Hanan, M., Arshad, A., Saleem, N., & Khadim, N. (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).
- 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.
- Lepojevic, V., & Dukic, S. (2018). Factors Affecting Customer Loyalty In The Business Market An Empirical Study In The Republic Of Serbia. *Economics And Organization*, 15(3), 245 -256.
- Mostafa, R. B., & Kasamani, T. (2020). Brand Experience and Brand Loyalty: Is It a Matter of Emotions. *Asia Pacific Journal of Marketing and Logistics*. Pappu, R., & Quelester, P. G. (2016). How does Brand Innovativeness Affect Brand Loyalty? In *European Journal of Marketing*, 50(1-2).
- 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.

<https://doi.org/10.5267/j.ijdns.2019.2.003>

- 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, V. A., Louis, V., Simanjuntak, D. C. Y., & Johanes, T. (2019). Pengaruh Kepuasan Pelanggan, Kepercayaan Pelanggan Dan Saluran Distribusi 87 Terhadap Keputusan Pembelian Baja Pada PT Suminsuryamesindolestari. (Doctoral Dissertation, Udayana University).
- Temporal, P. (2002). *Pelrilakul Organisasi Konsep. Kontroversi, Aplikasi*. Jakarta: PT. Prenhalindo.
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing (Third ed.)*