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The Effect of Social Media Marketing Through Brand Awareness on Brand Loyalty on Instagram @digitalbusiness.upi

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A B S T R A C T

University of Education Indonesia also opened a Digital Business Study Program, which not only conducts conventional socialization, but also through social media Instagram @digitalbusiness.upi, however, based on engagement data from the Instagram account @digitalbusiness.upi has decreased by 70.3%, on the other hand the Digital Business Study Program competitors from other universities who also use social media marketing. This study uses a quantitative descriptive analysis method which then the data is obtained from distributing questionnaires using a non-probability sampling method with purposive sampling. So that the sample used was 180 students of the Digital Business Study Program. The data analysis used is descriptive and inferential data analysis techniques using Partial Least Square (PLS) with SmartPLS 3.2.9 software. The results of this study indicate (1) Brand awareness has a positive and significant effect on brand loyalty with a path coefficient of 0.527. (2) Social media marketing has a positive and significant effect on brand awareness with a path coefficient of 0.562. (3) Social media marketing has a positive and significant effect on brand loyalty with a path coefficient of 0.364. (4) Social media marketing has a positive and significant effect on brand loyalty through brand awareness with a path coefficient of 0.296. Social media marketing and brand awareness have a contribution of 62.10% in influencing brand loyalty, while the remaining 37.90% is influenced by other variables.

1. INTRODUCTION

The growth of startups in Indonesia is remarkable, with widespread adoption of transportation, healthcare, and education service applications. In 2022, four out of eight startups listed in The Indonesia Digital Lookbook were based in Indonesia, including Grab, which ranked first. This trend highlights the significant impact of startups on the Indonesian market and the increasing reliance on technology-based solutions (Afifah *et al*., 2023).

To address the challenges posed by rapid global changes, the Indonesian government urges universities to adapt and keep up with global trends (Arafah *et al.*, 2023). The Faculty of Economics at Universitas Pendidikan Indonesia (UPI) has responded by introducing the Digital Business Study Program (Gika *et al.*, 2023). The government emphasizes the importance of leveraging social media platforms and encourages the development of specialized academic programs that focus on media channels like Instagram (Lestari *et al.*, 2023).

In addition to experiencing a significant decline, the Digital Business Study Program competitors from other universities who also use Social Media Marketing such as the Digital Business Study Program from Jakarta State University, Padjadjaran University, Bina Nusantara, Sepuluh November Institute of Technology, and many others under APBISDI. (Mariska Purwaamijaya & Prasetyo, 2022). Digital literacy skills are currently needed to support business activities (Sianipar *et al.,* 2023). MSME players must be able to create a Google My Busniess account and optimize their Instagram social media by creating some business content.(Herdiana & Aprily, 2022).

This research aims to analyze the impact of social media marketing on brand awareness and brand loyalty, specifically focusing on the @digitalbusiness.upi Instagram account. The study seeks to provide practical insights for improving the marketing strategies of the Digital Business Study Program at UPI (Maesaroh, 2023). Additionally, it contributes to the limited existing research on other Digital Business Study Programs in Indonesia (Marta *et al.,* 2022), providing valuable information and recommendations for enhancing brand awareness and loyalty through social media marketing activities.

According to Rizan *et al* (2012), the results showed a positive and significant relationship between brand awareness and brand loyalty of Teh Botol Sosro (Usulu *et al.,* 2023). This is consistent with similar research conducted by Efendy & Suryadinata (2015), which also found that brand awareness has a positive and significant impact on brand loyalty (Ramadhan *et al.,* 2023). Thus, the proposed hypothesis is:

(H1). Brand Awareness has a positive effect on Brand Loyalty.

The level of brand awareness is an important indicator for companies to determine consumer needs for the products or services offered. In order for the level of brand awareness to be generated, it is important to have a stimulus or stimuli that can stimulate the creation of brand awareness. One approach that companies can take to increase brand awareness is to carry out promotional initiatives. This operation can be done by utilizing social media, which has a much lower cost and makes it easier for customers to get information. Thus, the hypothesis proposed is:

(H2). Social Media Marketing activities have a positive effect on brand awareness.

With social media, organizations can be more active in conducting marketing tactics such as successful campaigns and promotions, as well as providing popular and relevant materials with the right regularity. According to Erdoğmuş & Cicek (2012), these factors can have a beneficial effect on brand loyalty. Brand loyalty itself can be measured based on various factors such as brand influence, trust in the brand, loyal attitude, and loyal behavior. Thus, the proposed hypothesis is:

(H3). Social Media Marketing activities have a positive effect on brand loyalty.

Some studies show that social media can influence brand awareness and brand loyalty (Anshari, 2013). Marketing methods through social media can have a major influence on loyalty and increase brand awareness. Based on this, the hypothesis can be expressed as follows:

(H4). Social media marketing activities have a positive effect on brand loyalty with brand awareness as an intermediary variable.

2. METHOD

The method used in this research is a descriptive method with a quantitative approach. Descriptive technique, according to Nazir (2011),is a method used to assess the status of a group of people, an object, a condition, an idea system, or a class of events in the present. This descriptive research aims to determine the impact of Social Media Marketing on brand loyalty in the Digital Business Study Program at Universitas Pendidikan Indonesia (UPI). According to Sugiyono (2017), quantitative data is a research approach based on positivism (concrete data), where research data consists of numbers that are then tested using statistics as a computational tool to draw conclusions.

The population in this study consists of students from the Digital Business Study Program at Universitas Pendidikan Indonesia who use social media and follow the social media account of the Digital Business Study Program at Universitas Pendidikan Indonesia. The sampling technique used in this research is purposive sampling, which involves selecting samples based on predetermined criteria. This ensures that the samples taken align with the investigated population and produce meaningful and representative data.

3. RESULTS AND DISCUSSIONS
3.1. Characteristics of Respondents

Based on the table 1 below, it can be seen that out of a total of 182 respondents, they are divided into two genders, female and male. This indicates that the students of the Digital Business Program at UPI are predominantly female, accounting for 51.1%. The remaining 48.9% are male.

Table 1 Characteristics of Respondents Based on Gender

Characteristics of Respondents		Frequency	Percentage
Gender	Male	89	48.9%
	Female	93	51.1%
Total		182	100%

Based on the table 2 below, it can be observed that out of a total of 182 respondents obtained by the researcher, 99.5% of the respondents are aware that the Digital Business Program has a social media account, while the remaining 0.5% of the respondents are not aware of the Digital Business Program.

Based on the table 3 below, it can be observed that out of a total of 182 respondents obtained by the researcher, Instagram has the largest audience with 48.9%, followed by TikTok with 22%, and Twitter with 19.2%. The remaining percentage is filled by Facebook accounts and websites, accounting for 9.9%.

The table shows that respondents in this study discovered Instagram Bisnis Digital through various methods, including self-search, friend recommendations, advertisements, and viewing the content on Instagram @digitalbusiness.upi. The majority of respondents (64.3%) found Instagram Bisnis Digital through self-search, followed by viewing the content on Instagram @digitalbusiness.upi (24.2%). A smaller percentage discovered it through advertisements (7.1%), and the lowest category was friend recommendations (4.4%). This indicates that most Bisnis Digital students learned about the Instagram account @digitalbusiness.upi by searching for it themselves.

Based on the table above, it is shown that out of a total of 182 respondents obtained by the researcher, 99.5% of the respondents follow the Instagram account @digitalbusiness.upi, while the remaining 0.5% of respondents do not follow the Instagram account @digitalbusiness.upi.

The table shows that the majority of respondents in this study follow Instagram Bisnis Digital for its attractive and comprehensive information, with 30.8% citing this as their reason. Following closely behind is the preference for clearer information, mentioned by 24.2% of respondents. Familiarity with the Instagram application is the least mentioned reason, with only 15.4% of participants mentioning it.

Table 2 Characteristics of Respondents Based on Social Media Account Knowledge Digital Business Study Program

Characteristics of Respondents		Frequency	Percentage
Social Media Account Knowledge of Digital Business Study Program	Yes	181	99.5%
	No	1	0.5%
Total		182	100%

Table 3 Characteristics of Respondents Based on Social Media Account Knowledge Digital Business Study Program

Characteristics of Respondents		Frequency	Percentage
Knowledge about the origin of @digitalbusiness.upi Instagram account	Self-Searching	117	64.3%
	Friend Recommendation	8	4.4%
	Advertisement	13	7.1%
	Viewing Instagram Content @digitalbusiness.upi	44	24.2%
Total		182	100%

Table 4 Characteristics of Respondents Based on Knowledge of the Origin of Instagram Account @digitalbusiness.upi

Characteristics of Respondents		Frequency	Percentage
Knowledge about the origin of @digitalbusiness.upi Instagram account	Self-Searching	117	64.3%
	Friend Recommendation	8	4.4%
	Advertisement	13	7.1%
	Viewing Instagram Content @digitalbusiness.upi	44	24.2%
Total		182	100%

Table 5 Characteristics of Respondents Based on Instagram Account Followers @digitalbusiness.upi

Characteristics of Respondents		Frequency	Percentage
Followers of Instagram Account @digitalbusiness.upi	Yes	181	99.5%
	No	1	0.5%
Total		182	100%

Table 6 Characteristics of Respondents Based on Reasons for Following the @digitalbusiness.upi Instagram Account

Characteristics of Respondents		Frequency	Percentage
Reasons to Follow @digitalbusiness.upi Instagram Account	Familiarity with the Instagram app	28	15.4%
	Clearer information	42	24.4%
	Interesting presentation of information	56	30.8%
	More complete information	56	%
Total		182	100%

Based on the Table 7 below, it can be seen that out of a total of 182 respondents obtained by the researcher, the majority of the Instagram audience @digitalbusiness.upi viewed the uploaded content twice a week, accounting for 60.4%. This was followed by viewing the content three times a week, which accounted for 27.5%, and finally, viewing the content once a week, which accounted for 12.1%.

Table 7 Characteristics of Respondents Based on Intensity of Viewing Instagram Account content @digitalbusiness.upi

Characteristics of Respondents		Frequency	Percentage
Intensity of viewing Instagram account content @digitalbusiness.upi	once	22	12.1%
	twice	110	60.4%
	three times	50	27.5%
Total		182	100%

3.2. R-Square Test

The table shows that the inclusion of additional independent variables has minimal impact on the effectiveness of the research model for brand awareness. Social media marketing contributes moderately to brand awareness, explaining 31.20% of its variation. The remaining 68.80% is attributed to other variables not included in the model.

Table 8 R Square and Adjusted R Square Values

	R Square	R Square Adjusted
Brand Awareness (Y)	0.315	0.312
Brand Loyalty (Z)	0.625	0.621

For brand loyalty, the inclusion of independent and intermediate variables has little impact on the research model (Solihat *et al.*, 2023). Social media marketing, along with brand awareness, effectively explains 62.10% of brand loyalty. The remaining 37.90% is explained by other variables not considered in the model.

3.3. Q-Square Test

The presented table shows that the model used in the study has moderate predictive relevance for brand awareness ($Q^2 = 0.216$) and strong predictive relevance for brand loyalty ($Q^2 = 0.462$). The model can predict 21.60% of brand awareness and 46.20% of brand loyalty, while the remaining percentages can be influenced by other factors not considered in the study. Overall, the model demonstrates satisfactory predictive relevance.

Table 9 Q Square Values

	SSO	SSE	Q^2 (=1-SSE/SSO)
Social Media Marketing (X)	2340.000	2340.000	
Brand Awareness (Y)	720.000	564.499	0.216
Brand Loyalty (Z)	540.000	290.700	0.462

3.4. Hypothesis Test

The hypothesis testing for direct and indirect effects in this study was conducted through the examination of t-statistic tests (Musaffa *et al.*, 2023). The t-table value of 1.97 was obtained using the formula df = sample size - number of variables, or df = N - k, resulting in df = 177 as there are three variables with a sample size of 180. This was then combined with a confidence level of 95% and a significance level of 5% or 0.05. The results of the data analysis for the significance test (t-test) are presented in the following table.

Table 10 Results of t-statistic Test (Direct Effect)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Brand Awareness (Y) -> *Brand Loyalty* (Z)	0.527	8.524	0.000
Social media marketing (X) -> Brand Awareness (Y)	0.562	9.345	0.000
Social media marketing (X) -> Brand Loyalty (Z)	0.364	6.451	0.000

A. Brand Awareness (Y) -> Brand Loyalty (Z)

The t-statistic test table shows that the Original Sample result indicates a positive correlation (0.527) between brand awareness and brand loyalty (Putra *et al.*, 2023). The t-test for brand awareness on brand loyalty yields a significant t-value of 8.524, surpassing the critical t-value of 1.97. This suggests that brand awareness has a

significant influence on brand loyalty (p-value = 0.000 < 0.050), leading to the acceptance of the hypothesis (H1).

B. *Social media marketing (X) -> Brand Awareness* (Y)

Social media marketing has a significant positive impact on brand awareness (0.562) as indicated by the original sample results. The t-test confirms that social media marketing significantly influences brand awareness, with a t-value of 9.345 exceeding the critical value of 1.97. Therefore, the research hypothesis (H2) is accepted, highlighting the significant role of social media marketing in enhancing brand awareness.

C. *Social media marketing (X) -> Brand Loyalty* (Z)

Social media marketing has a significant positive effect on brand loyalty (0.364). The t-test results (t-value = 6.451) indicate that social media marketing significantly influences brand loyalty (p-value = 0.000). Thus, hypothesis H3 is supported.

The next step in this study involved testing the indirect effect using the t-test. The t-table value of 1.97 was obtained using the formula df = sample size - number of variables or df = N - k, resulting in df = 177 since there were three variables with a sample size of 180. This was combined with a confidence level of 95% and a significance level of 5% or 0.05. The results of the data analysis for the significance test (t-test) are presented in the following table.

Table 11 Results of t-statistic Test (Indirect Effect)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Social media marketing (X) -> Brand Awareness (Y) -> Brand Loyalty (Z)	0.296	7.384	0.000

The analysis shows that social media marketing through brand awareness has a significant positive effect on brand loyalty (H4). The t-test result indicates a strong relationship with a t-value of 7.384, surpassing the critical t-value of 1.97. This confirms that social media marketing through brand awareness significantly influences brand loyalty, as indicated by the low p-value of 0.000.

4. CONCLUSION

From the results of data processing on all variables, namely social media marketing through brand awareness to brand loyalty, it shows the following things:
1. The brand awareness variable has a significant influence on the brand loyalty variable.
2. Social media marketing variables have a significant influence on brand awareness.
3. Social media marketing variables have a significant effect on brand loyalty variables.
4. Social media marketing variables through brand awareness have a significant effect on brand loyalty variables.

Based on the research conclusions that have been presented previously, the researcher can provide the following recommendations:

1. Enhance Brand Awareness: To improve brand loyalty, it is crucial to focus on strengthening brand awareness among the target audience. Implement strategies that effectively communicate the brand's message and values through various channels.
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4. Enhance Brand Awareness: To improve brand loyalty, it is crucial to focus on strengthening brand awareness among the target audience. Implement strategies that effectively communicate the brand's message and values through various channels.

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