

The Influence Of Social Media Marketing, Brand Loyalty, Brand Trust On Value Co-Creation In The Aerostreet Brand

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Abstract

This study aims to examine the influence of Social Media Marketing, Brand Loyalty, and Brand Trust on Value Co-Creation for the AeroStreet brand, using a quantitative approach. Data were collected through questionnaires distributed to 127 respondents who are users of AeroStreet products, particularly footwear. The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software. A pilot test was conducted with an initial sample of 30 using SPSS. The results of the study indicate that Social Media Marketing positively influences Brand Trust and Brand Loyalty, but does not have a significant effect on Value Co-Creation. Furthermore, Brand Trust and Brand Loyalty both have a positive impact on Value Co-Creation.

Keywords: Social Media Marketing, Brand Loyalty, Brand Trust, Value Co-Creation, AeroStreet, PLS-SEM.

INTRODUCTION

In the rapidly advancing digital era, social media has become a primary platform for global marketing activities. Companies across various industries, including fashion and footwear, have utilized social media to broaden their market reach and connect with their target audiences. For instance, Instagram, with over 85 million active users in Indonesia as of early 2024 (Annur, 2024), has emerged as a powerful tool for establishing consumer relationships, creating brand communities, and driving business growth. Social media's interactive nature allows businesses to engage with consumers on a more



personal level, offering opportunities to build strong, loyal customer bases (Kaplan & Haenlein, 2010).

The fashion industry, particularly the footwear sector, has seen substantial growth over the years. According to CNBC Indonesia (2019), the fashion industry contributes 18.01% to the national economy, with footwear being one of the key components driving this expansion. Shoes have become an essential part of people's lifestyles, serving both functional and aesthetic purposes. However, this growth has also led to increased competition, where local brands face challenges in competing with imported products that are often sold at lower prices. As a result, Indonesian brands must find innovative ways to differentiate themselves and maintain a competitive edge in the market.

Indonesia is the fourth-largest footwear producer in the world, manufacturing over 1.2 billion pairs of shoes annually and exporting 406 million pairs (World Footwear Yearbook, 2020). Despite this impressive production volume, local footwear manufacturers face stiff competition from global brands. To remain competitive, they must continuously innovate in both product design and marketing strategies. In this context, social media provides a unique opportunity for local producers to engage directly with their audience, particularly the younger generation, which is more active on digital platforms and highly responsive to visual and interactive content.

AeroStreet, a local footwear brand, is an excellent example of a company that has effectively harnessed the power of social media, particularly Instagram, to expand its market presence and build consumer trust. With 2.2 million followers on Instagram, AeroStreet has executed successful marketing campaigns that attract consumer attention through innovative designs and collaborations with popular influencers. Moreover, the brand engages directly with its followers through interactive content, such as polls and live events, fostering a sense of community. This strategy has allowed AeroStreet to stand out in a highly competitive market and gain a loyal customer base.

AeroStreet's marketing strategy is built on the concept of value co-creation, where consumers are actively involved in the design process. For example, the "Challenge Design Hoops" campaign invited consumers to submit their own footwear designs, with the winning design being produced and marketed in collaboration with AeroStreet. This approach not only increases consumer engagement but also strengthens their emotional connection to the brand. By involving consumers in the creation process, AeroStreet has cultivated a deeper level of brand loyalty, setting itself apart from competitors who rely solely on traditional marketing methods.



Research shows that social media marketing plays a crucial role in building brand trust and loyalty. A study conducted by Sohaib & Han (2023) highlights that consumer interaction through social media significantly enhances consumer participation, which, in turn, increases brand trust. Furthermore, Septiarini (2024) emphasizes the importance of social media marketing in fostering brand trust, particularly among younger consumers such as Generation Z, who are highly engaged on platforms like Instagram. These findings suggest that social media strategies that emphasize consumer engagement and interactivity are key to building a strong, loyal customer base.

The objective of this research is to analyze how social media marketing strategies employed by local brands like AeroStreet influence brand trust and loyalty. By examining the effectiveness of social media campaigns in engaging consumers and promoting value co-creation, this study aims to provide insights into the most effective marketing strategies that can help local footwear brands grow and thrive in the competitive marketplace. Ultimately, this research seeks to contribute to the development of more innovative and consumer-centric marketing practices in the local fashion industry.

LITERATURE REVIEW

Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) theory, developed by Mehrabian & Russell (1974) and adapted by Eroglu et al. (2001), provides a framework for understanding how external stimuli, such as marketing messages, lead to consumer responses through internal processes. In digital marketing, social media acts as the stimulus (S) that triggers internal consumer reactions (O), such as emotional engagement and cognitive responses, which then result in behaviors like brand trust, loyalty, and value co-creation (R) (Sohaib & Han, 2023).

Recent studies support this model, demonstrating that engaging social media content can increase emotional and cognitive involvement, leading to greater participation in value co-creation (Islam et al., 2019). Brand trust and loyalty play a key mediating role in this process, moderating the relationship between the social media stimulus and the resulting consumer engagement (Lim et al., 2020). In the case of AeroStreet, their social media strategies serve as the stimulus that fosters trust and loyalty, driving consumers to actively participate in co-creation.

Social Media Marketing



Social media marketing is defined as the use of social media platforms and technologies to create, communicate, deliver, and exchange offerings that have value for organizational stakeholders (Tuten, 2020). According to Appel et al. (2020), social media marketing encompasses activities, practices, and behaviors among online consumer communities who share information, knowledge, and opinions using conversational media. Yadav & Rahman (2017) conceptualize social media marketing as a multidimensional construct consisting of interactivity, informativeness, personalization, trendiness, and electronic word-of-mouth (e-WOM). Additionally, Dwivedi et al. (2019) emphasize that social media marketing involves utilizing social media technologies, channels, and software to create and exchange valuable offerings. Huseynov & Abasin (2020) further define it as a strategy leveraging the unique features of social media platforms to enhance customer engagement, build brand awareness, and drive sales through more personal and targeted interactions. These definitions highlight the interactive, collaborative, and value-driven nature of social media marketing in the contemporary digital landscape.

Brand Trust

Brand trust refers to a consumer's belief that a brand will deliver on its promises, provide high-quality products or services, and act with integrity. It is a key element in building long-term relationships between consumers and brands, as consumers tend to remain loyal to brands they trust (Rahayu & Harsono, 2018). Chen et al. (2022) define brand trust as the confidence consumers have in a brand's ability to meet expectations, act with integrity, and show concern for consumer interests. In the digital context, Dwivedi et al. (2021) emphasize that brand trust involves perceptions of reliability, competence, and goodwill in online interactions. Moreover, Rahayu & Harsono (2018) conceptualize it as a holistic judgment of a brand's credibility, consistency, and benevolence, shaped through direct and indirect experiences with the brand. In the social media era, Asad (2024) points out that brand trust also includes transparency and responsiveness in digital communication. Brand trust thus serves as the psychological foundation of long-term consumer-brand relationships, built on reliability, integrity, and the brand's commitment to fulfilling its promises.



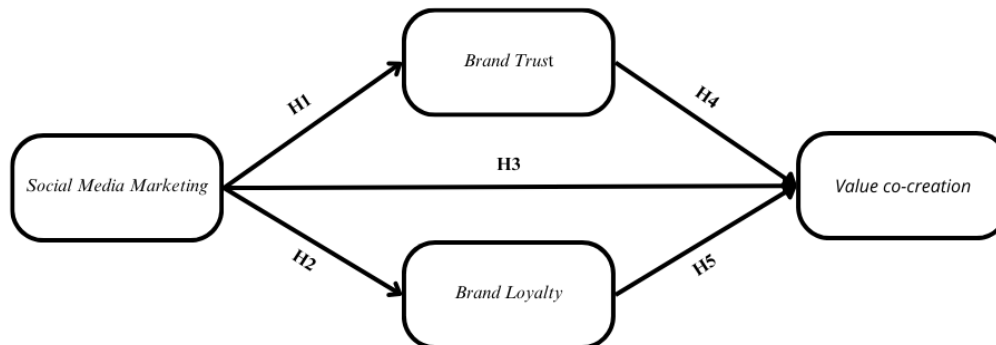
Brand Loyalty

Brand loyalty refers to a consumer's commitment to consistently purchasing products from a specific brand, despite the availability of alternatives in the market. Kotler & Keller (2016) define brand loyalty as a psychological and emotional attachment that goes beyond mere satisfaction. Loyal consumers tend to remain committed to a brand even in the face of price changes, competitor promotions, or new and potentially more attractive products. This suggests that brand loyalty is driven not only by rational factors like product quality but also by the emotional bonds formed between consumers and brands. Oliver (1999) further categorizes brand loyalty into four stages: cognitive loyalty, where consumers recognize superior quality; affective loyalty, where emotional attachment develops; conative loyalty, which reflects the intention to repurchase; and action loyalty, where consumers consistently make repeat purchases. These stages illustrate the deepening loyalty consumers develop toward a brand over time.

Value Co-Creation

Value co-creation is the process where consumers and companies collaborate to create value together. In this context, consumers are not passive recipients but active partners in the value creation process. Through consumer participation in various stages, from ideation to product development, companies can create products and services that better meet consumer needs and preferences (Ramaswamy & Ozcan, 2018). The value co-creation process not only enhances the relevance and quality of products but also strengthens the emotional connection between consumers and the brand. Research shows that consumers involved in co-creation tend to have higher satisfaction and loyalty levels because they feel they have a stake in the value they receive (Dam, 2020). Moreover, in an increasingly competitive business environment, value co-creation is considered an effective strategy for achieving sustainable competitive advantage by producing more innovative and market-responsive products (Chen et al., 2022).



Research Framework**Figure 1. Research Framework****RESEARCH METHOD**

This study employs a quantitative approach to analyze the effects of social media marketing on brand loyalty, brand trust, and value co-creation for AeroStreet. Data were collected through an online questionnaire distributed to 127 respondents who are users of AeroStreet products, particularly footwear. The sample was selected using purposive sampling, ensuring that respondents are active on social media and have interacted with AeroStreet's marketing content. Data were collected using a Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree). To test the hypotheses, the study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3 software for data analysis. A pilot test was conducted with 30 samples to verify the validity and reliability of the measurement instruments, using SPSS for initial analysis.

RESULT**Descriptif Analyst**

The descriptive analysis was conducted on data collected from 127 respondents, after excluding 8 participants who did not meet the criteria of being AeroStreet product users. Among the valid respondents, the majority were male (66.7%), with a smaller proportion being female (33.3%). The age distribution indicated that most respondents were within the 18-25 age range, followed by those aged 26-35, suggesting that AeroStreet primarily appeals to a younger demographic. In terms of education, the majority of respondents had completed undergraduate studies, highlighting the brand's appeal among educated consumers. Regarding employment, students and full-time

employees constituted the largest groups, further indicating AeroStreet's reach within working and academic communities. Income levels were varied, with the majority earning between 2 and 5 million IDR monthly, indicating that AeroStreet caters to a middle-income audience. This analysis provides insights into the demographic characteristics of AeroStreet's customer base, reflecting its strong positioning among young, educated, and middle-income consumers.

Outer Model Test
Convergent Validity Test

The results of the convergent validity test are shown in Figure 2 below.

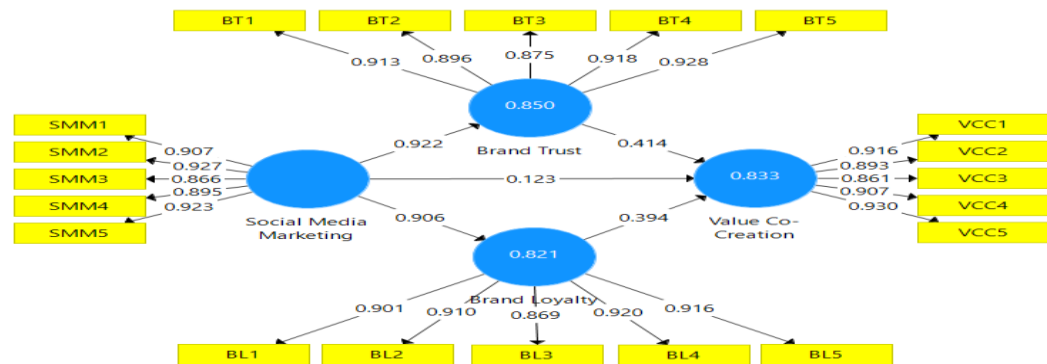


Figure 2 Convergent Validity

Source: Primary Data processed (2024)

Based on the picture above, the results of the convergent validity test data that have been processed in the Outer Loading format and the Average Variance Extracted (AVE) value can be seen in Table 1.

Table 1. Convergent Validity Test

Indikator	Loading Factor	AVE
<i>Social Media Marketing</i>		
SMM1	0.907	0.816
SMM2	0.927	0.816



SMM3	0.866	0.816
SMM4	0.895	0.816
SMM5	0.923	0.816
Brand Trust		
BT1	0.913	0.821
BT2	0.896	0.821
BT3	0.875	0.821
BT4	0.918	0.821
BT5	0.928	0.821
Brand Loyalty		
BL1	0.901	0.817
BL2	0.910	0.817
BL3	0.869	0.817
BL4	0.920	0.817
BL5	0.916	0.817
Value Co-Creation		
VCC1	0.916	0.813
VCC2	0.893	0.813
VCC3	0.861	0.813
VCC4	0.907	0.813



VCC5	0.930	0.813
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Source: Primary Data processed (2024)

The results of the data analysis show that the loading factor values for all indicators in this study are above 0.7. Additionally, the Average Variance Extracted (AVE) values for each variable also exceed 0.5. Therefore, it can be concluded that the convergent validity in this study meets the established criteria. No indicators need to be removed, as all indicators have been confirmed to be valid in terms of convergent validity.

Discriminant Validity Test

Table 2. Discriminant Validity

	SMM	BT	BL	VCC
SMM	0.903			
BT	0.950	0.906		
BL	0.906	0.922	0.904	
VCC	0.899	0.902	0.862	0.902

Source: Primary Data processed (2024)

Based on the results from Table 2, all constructs have AVE values higher than the correlations between latent variables, indicating that the discriminant validity in this study has been achieved. Each construct can be clearly distinguished from the others.

Reliability Test

Table 3. Reliability Test

Variabel	Cronbach's alpha	Rho_A	Composite reliability	AVE
SMM	0,943	0,944	0,957	0,816
BT	0,945	0,946	0,958	0,821



BL	0,944	0,945	0,957	0,817
VCC	0,942	0,943	0,956	0,813

Source: Primary Data processed (2024)

Based on the Cronbach's Alpha values of greater than 0.7, it can be concluded that all variables exhibit a high level of reliability and convergent validity, indicating that there is no need to remove or replace any indicators in this model.

Inner Model Test

R-Square

Table 4. R-Square

	<i>R-square</i>	<i>R-square adjusted</i>
Brand Loyalty	0.821	0.820
Brand Trust	0.850	0.849
Value Co-Creation	0.833	0.829

Source: Primary Data processed (2024)

Based on the table above, it can be concluded that the Brand Loyalty (BL) variable has an R-Square value of 0.821, indicating that the Brand Loyalty variable is influenced by 82.1%. Meanwhile, the Brand Trust (BT) variable has an R-Square value of 0.850, meaning that the Brand Trust variable is influenced by 85.0%. Additionally, the Value Co-Creation (VCC) variable has an R-Square value of 0.833, indicating that the Value Co-Creation variable is influenced by 83.3%.

Goodness of Fit Test (Q-Square)

Table 5. Q-Square

	<i>Q²predict</i>
Brand Loyalty	0.824



Brand Trust	0.853
Value Co-Creation	0.741

Source: Primary Data processed (2024)

Based on the Q^2 predict test results, it can be concluded that the model used in this study has excellent predictive ability. The Brand Loyalty variable is predicted at 82.4%, indicating that the independent variables in the model can explain the majority of the variability in Brand Loyalty. Similarly, Brand Trust is predicted at 85.3%, demonstrating the model's strong ability to explain this variable. Meanwhile, the Value Co-Creation variable is predicted at 74.1%, also showing that the model has good predictive ability for this variable. Overall, this model is reliable for predicting the relationship between the independent and dependent variables studied.

Hypothesis Test

The results of the path coefficient test are shown in Figure 3 below

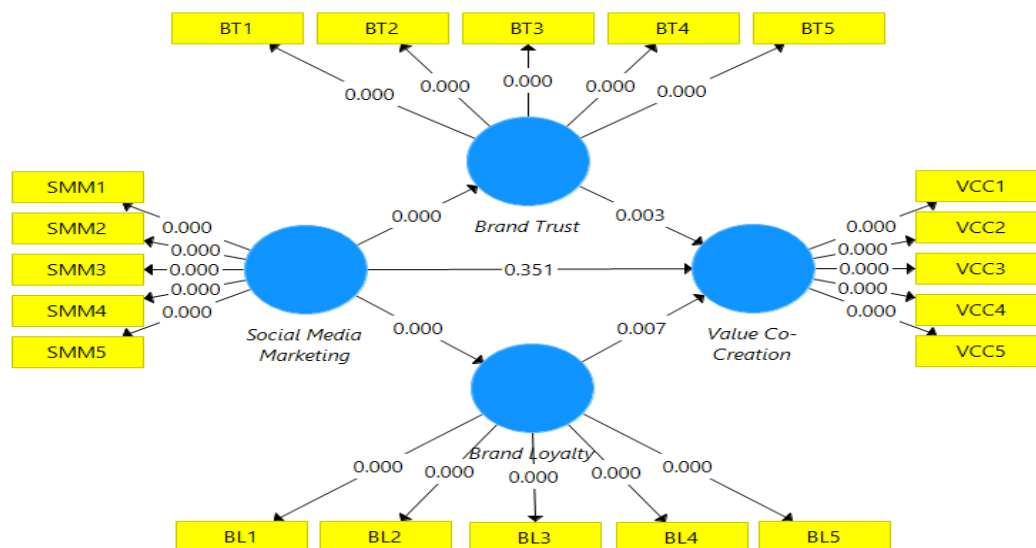


Figure 3. Path Coefficient

Source: Primary Data processed (2024)

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media Marketing -> Brand Trust	0.922	0.918	0.023	39.924	0.000
Social Media Marketing -> Brand Loyalty	0.906	0.904	0.025	35.639	0.000
Social Media Marketing -> Value Co- Creation	0.123	0.116	0.131	0.934	0.351
Brand Trust -> Value Co- Creation	0.414	0.428	0.139	2.968	0.003
Brand Loyalty -> Value Co- Creation	0.394	0.387	0.147	2.687	0.007

Source: Primary Data processed (2024)

Here is the translation for the summary of the research results:

1. Hypothesis H1 regarding the relationship between Social Media Marketing and Brand Trust is accepted (T-statistics = 39.924, P-values = 0.000), indicating a significant influence.
2. Hypothesis H2 regarding the relationship between Social Media Marketing and Brand Loyalty is accepted (T-statistics = 35.639, P-values = 0.000), indicating a significant influence.
3. Hypothesis H3 regarding the relationship between Social Media Marketing and Value Co-Creation is rejected (T-statistics = 0.934, P-values = 0.351), indicating no significant influence.
4. Hypothesis H4 regarding the relationship between Brand Trust and Value Co-Creation is accepted (T-statistics = 2.968, P-values = 0.003), indicating a significant influence.



5. Hypothesis H5 regarding the relationship between Brand Loyalty and Value Co-Creation is accepted (T-statistics = 2.687, P-values = 0.007), indicating a significant influence.

DISCUSSION

The Influence of Social Media Marketing on Brand Trust

The research results show that Social Media Marketing significantly affects Brand Trust. This finding is in line with the study conducted by Sohaib and Han (2023), which states that social media marketing significantly enhances consumer trust in brands, particularly in the fashion industry. Building brand trust through social media interactions can increase customer loyalty and create shared value. Thus, this study confirms the importance of social media marketing strategies in building consumer trust in brands.

The Influence of Social Media Marketing on Brand Loyalty

The research also shows that social media marketing has a positive effect on Brand Loyalty. This finding supports the study by Sutrisno (2024), which found that social media marketing plays a crucial role in enhancing customer loyalty, especially among Gen Z. Positive interactions through social media platforms can strengthen consumer attachment and loyalty to the brand. Therefore, social media marketing not only serves as a promotional tool but also as a means of reinforcing long-term relationships between brands and consumers.

The Influence of Social Media Marketing on Value Co-Creation

The research shows that social media marketing does not significantly affect Value Co-Creation. This result contradicts the findings of Huyen et al. (2024), which found that social media marketing dimensions positively impacted value co-creation behavior. Social media marketing did not directly influence value co-creation. According to the S-O-R theory, this suggests that the stimulus of social media marketing is not strong enough to directly drive consumer responses in the form of value co-creation without the influence of psychological conditions such as trust or loyalty. These findings suggest that while social media marketing is effective in enhancing Brand Trust and Brand Loyalty, its impact on value co-creation may be influenced by more complex factors, such as consumer engagement levels and varying interaction experiences.

The Influence of Brand Trust on Value Co-Creation

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The research shows that Brand Trust significantly affects Value Co-Creation. This finding is in line with the study by Opara and Harry (2020), which emphasizes that consumer trust is a key factor in the value co-creation process. High brand trust encourages consumers to be more actively involved in value creation activities, as they feel safe and comfortable interacting with the brand. Therefore, brand trust not only strengthens relationships with consumers but also motivates them to contribute to greater value co-creation.

The Influence of Brand Loyalty on Value Co-Creation

The research shows that Brand Loyalty significantly affects Value Co-Creation. This finding supports the study by Tito et al. (2024), which states that brand loyalty can drive consumer engagement in value co-creation. Highly loyal consumers not only make repeat purchases but also actively participate in activities that create value for the brand. Thus, brand loyalty serves as an important driver in creating positive experiences and enhancing the relationship between brands and consumers.

CONCLUSION

This study aims to analyze the impact of Social Media Marketing, Brand Trust, and Brand Loyalty on Value Co-Creation for the AeroStreet brand. The research model proposed seeks to understand how these variables interact and contribute to value creation in the context of a local footwear brand.

Based on the results of the analysis, it can be concluded that Social Media Marketing has a positive and significant effect on Brand Trust and Brand Loyalty, but it does not have a direct impact on Value Co-Creation. Additionally, both Brand Trust and Brand Loyalty show positive and significant effects on Value Co-Creation. This study demonstrates that building trust and loyalty through social media marketing is essential for fostering consumer involvement in co-creating value with the brand.

The findings suggest that AeroStreet can strengthen its value co-creation efforts by focusing on increasing brand trust and loyalty through targeted and interactive social media campaigns. Marketers and brand managers should pay close attention to creating authentic and trustworthy interactions with their consumers to enhance their brand's co-creative potential.

This study, however, is limited to the AeroStreet brand and focuses solely on Instagram as the social media platform. Therefore, the findings may not be directly



applicable to other brands or social media platforms with different user characteristics or brand dynamics. Future research could explore other social media platforms and brands to further examine the role of Social Media Marketing in influencing Value Co-Creation across diverse contexts.

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