International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Impact of Social Media Marketing on CAC Brand Loyalty of Samsung Smartphone Users in Jakarta

Adhitio Novanto Halim.[1], Vita Briliana[2]

[1,2] Trisakti School of Management Kyai Tapa 20 Grogol Petamburan, 11440 West Jakarta, Indonesia

Abstract

The aim of this study is to analyze as well as to determine the impact of Social Media Marketing Activities (SM) as a predictor of Cognitive Brand Loyalty (CGL), Affective Brand Loyalty (AL), Conative Brand Loyalty (CNL), then Value Consciousness (VC), Brand Consciousness (BC) and Brand Love (BL) as mediating variables on Samsung smartphone users in DKI Jakarta. The objects used in this research is Samsung smartphones. The method used to select the sample in this study was convenience sampling and then 200 respondents who were buyers and users of smartphones from Samsung were taken. Then the method used in this study using SEM SMARTPLS3 . The results obtained in this study are that the SM variable has an influence on the VC, BC, and BL variables. The VC variable has no influence on the CGL, AL, CNL variables. The BC variable has an influence on CGL, AL, and CNL. The BL variable has an influence on CGL, AL, and CNL. The CGL variable has an influence on AL. The AL variable has an influence on the CNL of Samsung smartphone users in DKI Jakarta.

Keywords: ***Social Media Marketing Activities, Value Consciousness, Brand Consciousness, Brand Love, CAC Brand Loyalty***

INTRODUCTION

Population growth in DKI Jakarta Province has increased very rapidly. Based on data from the Indonesian population census obtained from the Central Statistics Agency (BPS) in 2021 shows that the population of DKI Jakarta Province reached 10.60 million people. The current population growth also affects the increasing use of Technology,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Information and Telecommunications (ICT) devices such as smartphones. In 2018 the total number of internet users in Indonesia reached 132.7 million users, with active social media users reaching 130 million users, and this increased until 2019; there were 150 million internet users and social media users, in 2020, with a population of 272.1 million, active social media users in Indonesia reached 160 million. Then in 2021, with a total population of 274.9 million, active social media users reached 170 million. Then in 2022, with a total population of 277.7 million, active social media users reached 191.4 million.

With the large number of smartphone users and Internet users in Indonesia, this is a potential market for various smartphone brands that want to compete to market their products in Indonesia, especially Jakarta, the capital of Indonesia, one of which is the Samsung smartphone brand. Samsung continues to market its smartphone products in Indonesia. With the increasing activities carried out by Indonesian internet users, it illustrates a great potential opportunity to promote through social media marketing. This lifestyle change is monitored by smartphone manufacturers, especially Samsung, to try to keep up with changes in Indonesian consumer behaviour by promoting through social media marketing. Becker et al. (2013) mentioned that social media marketing activities use social media platforms to promote products or services and increase visibility on the Internet, which can help create social networks to exchange ideas and knowledge. This is done to promote the latest products owned by a company, including Samsung, which often conducts promotional activities through its social media, namely Instagram and YouTube.

LITERATURE REVIEW

Relationship between Social Media Marketing Activities (SMM) and Value consciousness (VC), Brand Consciousness, (BC), Brand Love (BL).

Lee and Hong (2016) pointed out that consumers do not solely rely on symbolic status and prestige to acquire a brand's products. In some situations, consumers prefer to pay a low price for some quality. These consumers fall under the category of value-conscious consumers (Shirai, 2015). Value consciousness is the perception of price cues for some consumers characterized by attention to the ratio of quality received to the price paid in the purchase transaction (Martinho et al.,2015). A customer may not necessarily buy a product or service if it is not the best value for him. Dijkmans et al. (2015) explained that consumers use social media in different ways. By sharing, liking, or providing feedback on brands, value-conscious consumers are more engaged on social media,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Zielke (2014) argued. Consumers can compare prices and product features among different brands through social networks (Martinho et al., 2015).

Wolter et al. (2016) defined brand consciousness as a consumer whose mentality process is focused on selecting a well-known brand product. Brand-conscious consumers attach themselves to certain brands because they feel that purchasing a brand represents a symbol of their status and prestige (Raj and Roy, 2015). In fact, marketing strategies that can motivate consumers to share brand photos and videos may be a good strategy to gain followers' purchase intention towards the brand and engage them in group discussions, which can enhance brand reputation.

Wallace et al. (2014) asserted that brand love is the connection between consumers and brands, with positive emotions and attitudes towards them. An emotional feeling situation that creates an attachment between consumers and a brand and has a positive impact on the brand (Briliana and Widayati, 2018). Brand love is revealing the implicit definition of love that consumers use when they say they like a particular brand or product. Brand love reflects the extent to which consumers have a strong emotional connection with a particular brand (Langner et al. 2016). Building positive feelings and attitudes towards the brand across different social media platforms is the key to building a strong relationship between consumers and brands(Proksch et al.2015). Based on the above description, the hypothesis is:

H1: Social media marketing activities have an influence on value consciousness

H_2: Social media marketing activities have an influence on brand consciousness

H3: Social media marketing activities have an influence on brand love.

Relationship between Value Consciousness and CAC Brand Loyalty

Previous studies have shown that consumers who are value-conscious prefer to compare the benefits of a product with their cost before making a purchase decision. Ahn and Back (2018) argued that positive attitudes, beliefs, and perceptions of product brands are the basis for cognitive loyalty. Diallo et al. (2015) proved that consumers who are value-conscious are less likely to be loyal to a brand unless the benefits outweigh the costs. Delgado-Ballester et al. (2014) argue that different marketing communication strategies have less impact on consumers who have high value awareness to motivate them to repurchase product brands because they have a strong relationship with the brand. The hypothesis obtained is:

H4: Value consciousness has a negative influence on cognitive brand loyalty.

H5: Value consciousness has a influence on affective brand loyalty

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

H6: Value consciousness has a influence on conative brand loyalty

Relationship between Brand Consciousness and CAC Brand Loyalty

The perceptions of brand-conscious customers are more influenced by their knowledge of the brand and its information sources (Ferreira & Coelho, 2015). The greater the variety of sources available about a brand's products, the more likely it is for consumers to be loyal to the brand. It was established by Sasmita and Suki (2015) that consumers who are brand-conscious are more likely to easily attach to a brand and rarely switch to other competing brands. Loyalty is created at this level not solely based on perceived functional value but also based on emotional and symbolic value. Furthermore, consumers, due to their emotional connection with the brand, are likely to form positive and favorable attitudes and beliefs towards the brand which can increase the likelihood of purchasing the product brand in the future. Brand-conscious consumers are attached to certain brands because they believe that acquiring these brands reflects their status symbol and prestige. When they have formed and developed a strong emotional connection, people will consider purchasing product brands in the future. Based on the description above, the hypothesis obtained is:

H7: Brand consciousness has an influence on cognitive brand loyalty
H8: Brand consciousness has an influence on affective brand loyalty
H9: Brand consciousness has an influence on conative brand loyalty

Relationship between Brand Love and CAC Brand Loyalty

Brand loyalty and sustainability can be achieved through the relationship between consumers and brands. It has been proven by previous research that brand attachment, which is defined as a strong, positive, emotional connection with a brand, results in consumers' love for a brand. Huang (2017) outlined how companies can maintain the emotional bond between customers and their brands by comprehending how consumers are attached to a brand. Affective level affects the feelings of consumers themselves towards their loyalty with a brand. Consumers with a high level of brand love will certainly become loyal to the brand. It has been established by previous studies that brand attachment, which refers to a strong, positive, emotional connection with a brand, results in consumers' feelings of love for it. Based on the description above, the hypothesis obtained is:

H10: Brand love has an influence on cognitive brand loyalty
H11: Brand love has an influence on affective brand loyalty

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

H12: Brand Love has an influence on conative brand loyalty

Relationship between Cognitive Brand Loyalty, Affective Brand Loyalty and Affective Brand Loyalty

Cognitive loyalty is the first stage of loyalty, where consumers' perceptions are influenced by past information about the brands they own and the expectations they have to meet (TaghiPourian & Bakhsh, 2015). The second stage is known as Affective Brand Loyalty. The second stage is known as Affective Brand Loyalty. Customers' emotional attachment to the brand is strong at this stage, resulting in positive attitudes and good experiences that make them satisfied with the brand (Lee et al., 2015). Affective brand loyalty is a stage where consumers can have a level of loyalty to a product if these consumers have feelings or attitudes towards a brand. Ahn and Back (2018) argued that Affective Loyalty is related to developing a liking or preference for a satisfying brand. This will continue to conative brand loyalty where consumers when they already have feelings for a brand, then they will take action to purchase the product. Based on the description above, the hypothesis obtained is:

H13: Cognitive brand loyalty has an influence on affective brand loyalty.

H14: Affective brand loyalty has an influence on conative brand loyalty

METHODOLOGY

The form of research used is descriptive and causality research. This research aims to determine the effect of Social Media Marketing on CAC Brand Loyalty then Value Consciousness, Brand Consciousness and Brand Love as Mediating Variables. Sekaran and Bougie (2016, 43) explained Descriptive research is a study that is often designed to collect data that describes the characteristics of objects (such as people, organizations, products, or brands), events, or situations. The purpose of descriptive research is to present researchers with data that describes the topic under study. The causality research is a causal study testing whether one variable causes other variables to change or not. (Sekaran and Bougie 2016, 43).

The population in this study are Samsung smartphone users as well as Samsung Indonesia social media followers (Instagram and Youtube) in DKI Jakarta. Data collection in this study used a questionnaire distributed to Samsung smartphone users as well as followers of Samsung Indonesia's social media (Instagram and YouTube) in DKI Jakarta. The criteria respondents are buyers as well as users of Samsung smartphones, respondents actively use social media and followers of Samsung social media,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

respondents have shared info, opinions or experiences using Samsung smartphones on social media, respondents have used two series of Samsung smartphones in different time periods. (For example, in 2019, the respondent bought a Samsung Galaxy S10, and in 2021, he bought the latest smartphone series because it was damaged or needed.)

RESULT AND DISCUSSION

The demographic characteristics of the respondents indicate an age range of 17 to 29 years, with the majority of 72.5 percent of respondents being in the age range of 21 to 24 years. Male respondents constituted almost 61 percent of the total sample. Nearly 54 percent of respondents had a college education level. All respondents stated that they bought and used a Samsung branded smartphone, and had bought it a second time with a different series.

Tabel 1 ***Convergent Validity and Internal Consistency Reliability***

Variable	Item	Outer Loadings	AVE	Cronbach's Alpha	Composite Reliability	R-Square	Q^2 (=1-SSE/SSO
Social media marketing activities	SM1 SM2 SM4	0,791 0,781 0,819	0,635	0,713	0,839		
Value consciousness	VC1 VC2 VC3 VC4	0,804 0,771 0,786 0,639	0,567	0,749	0,839	0.16	0.081
Brand consciousness	BC1 BC2 BC3 BC4	0,704 0,697 0,720 0,775	0,525	0,702	0,815	0.199	0.099
Brand love	BL1 BL2 BL3 BL4 BL5 BL6	0,705 0,768 0,770 0,793 0,787 0,792	0,592	0,862	0,897	0.416	0.238
Cognitive brand loyalty	CGL1 CGL2 CGL3 CGL4	0,728 0,813 0,856 0,860	0,666	0,831	0,888	0.527	0.342

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Affective brand loyalty	AL1 AL2 AL3	0,830 0,859 0,861	0,723	0,809	0,887	0.677	0.476
Conative brand loyalty	CNL1 CNL2 CNL3 CNL4	0,816 0,860 0,865 0,863	0,724	0,873	0,913	0.67	0.473

Tabel 2. Fornell-Larcker Criteration

	AL	BC	BL	CGL	CNL	SM	VC
AL	**0,850**						
BC	**0,517**	**0,725**					
BL	**0,752**	**0,421**	**0,770**				
CGL	**0,738**	**0,530**	**0,673**	**0,816**			
CNL	**0,805**	**0,509**	**0,676**	**0,724**	**0,851**		
SM	**0,570**	**0,446**	**0,645**	**0,561**	**0,551**	**0,797**	
VC	**0,293**	**0,221**	**0,346**	**0,243**	**0,238**	**0,400**	**0,753**

Source: Data Processing Results with the SmartPLS Application

Table 3. Hypothesis testing results

Hypothesis	Path	Coefficients	T-Value	P-Value	Decision
H1	**SM → VC**	**0,400**	**5,079**	**0,000**	**Supported**
H2	**SM → BC**	**0,446**	**5,449**	**0,000**	**Supported**
H3	**SM → BL**	**0,645**	**12,88**	**0,000**	**Supported**
H4	**VC → CGL**	**-0,014**	**0,275**	**0,783**	**Not Supported**
H5	**VC → AL**	**0,022**	**0,426**	**0,670**	**Not Supported**
H6	**VC → CNL**	**-0,030**	**0,647**	**0,518**	**Not Supported**
H7	**BC → CGL**	**0,301**	**5,085**	**0,000**	**Supported**
H8	**BC → AL**	**0,133**	**2,251**	**0,025**	**Supported**
H9	**BC →CNL**	**0,122**	**2,423**	**0,016**	**Supported**
H10	**BL → CGL**	**0,551**	**9,264**	**0,000**	**Supported**
H11	**BL → AL**	**0,444**	**5,354**	**0,000**	**Supported**
H12	**BL → CNL**	**0,164**	**2,269**	**0,024**	**Supported**
H13	**CGL → AL**	**0,363**	**3,963**	**0,000**	**Supported**
H14	**AL → CNL**	**0,627**	**8,473**	**0,000**	**Supported**

Source: Data Processing Results with the SmartPLS Application

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

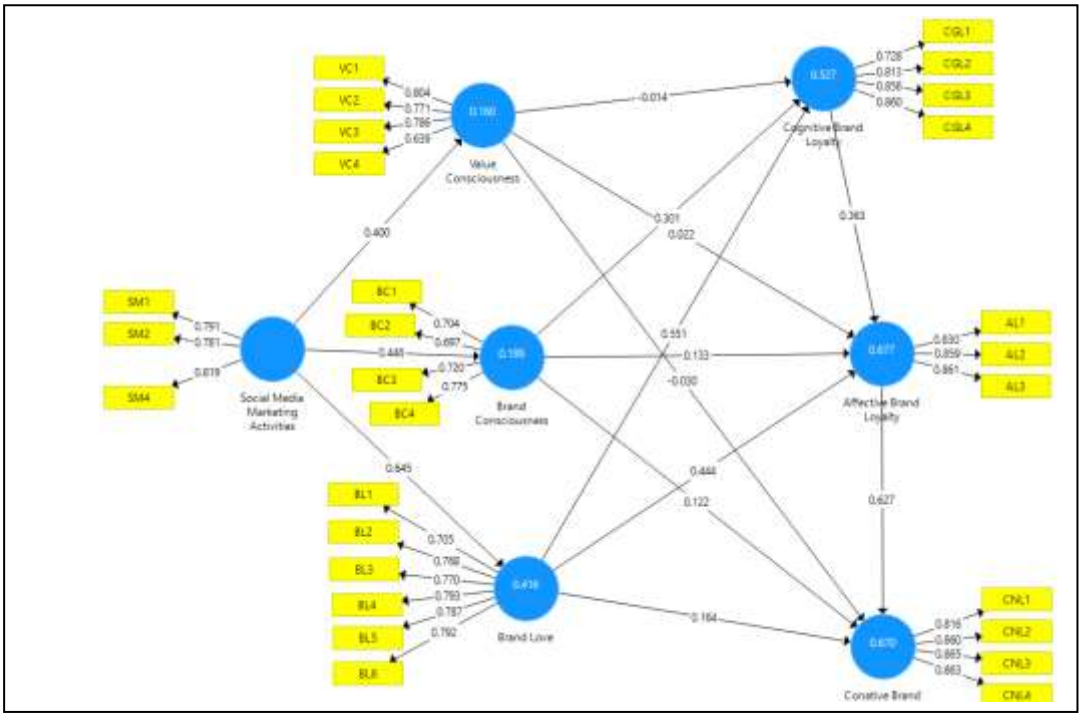


Figure 1. *PLS-Path Model*

This research aims to investigate the influence of Social Media Marketing Activities (SM) as a predictor of Cognitive Brand Loyalty (CGL), Affective Brand Loyalty (AL), Conative Brand Loyalty (CNL), then Value Consciousness (VC), Brand Consciousness (BC) and Brand Love (BL) as a mediating variable. The results of this research show that Social Media Marketing Activities (SM) have a positive and significant effect on Value Consciousness (VC), Brand Consciousness (BC) and Brand Love (BL). This finding is in line with research on (Salem and Salem, 2019; Ahn and Back. 2018; Huang, 2017; Matthews, Son, & Watchravesringkan, 2014).

Meanwhile, this research also proves that Brand Consciousness (BC) and Brand Love (BL) each influence Cognitive Brand Loyalty (CGL), Affective Brand Loyalty (AL), and Conative Brand Loyalty (CBL). The hypotheses that were rejected represent the connections between Value Consciousness (VC) and Cognitive Brand Loyalty (CGL), Affective Brand Loyalty (AL), and conative Brand Loyalty (CnL). These findings are in line with previous research (Salem & Salem, 2019; Ismail, 2017; Kang et al., 2015).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

CONCLUSION

Social media marketing activities have an influence on the stages of brand loyalty starting from cognitive brand loyalty, affective brand loyalty and conative brand loyalty through brand consciousness and brand love. The imperfections that occur in this study are well realized by researchers. Due to various limitations, including the respondents in this study of 200 people, this research only focused on smartphone products. There are limited journals that discuss the relationship and influence between variables to serve as a reference. This research is only aimed at Samsung smartphone users and located in DKI Jakarta.

The suggestions and recommendations that might be used based on the results of this study, namely for future researchers, can use a larger number of respondents. Future researchers are expected to use other objects besides smartphones, look for additional journals related to the variables studied in order to be the right reference, and use other regions or cities besides DKI Jakarta.

REFERENCES

Ahn, Jiseon, and Ki Joon Back. (2018). “Influence of Brand Relationship on Customer Attitude toward Integrated Resort Brands: A Cognitive, Affective, and Conative Perspective.” Journal of Travel and Tourism Marketing 35 (4): 449–60. https://doi.org/10.1080/10548408.2017.1358239.

Becker, Kip, Helena Nobre, and Vijay Kanabar. (2013). “Monitoring and Protecting Company and Brand Reputation on Social Networks: When Sites Are Not Enough.” Global Business and Economics Review 15 (2–3): 293–308. https://doi.org/10.1504/GBER.2013.053075.

Briliana, Vita and Widayati, Nurti, The Effect of Emotional Branding on Word-of-Mouth: Evidence from Indonesia (December 7, 2018). Global J. Bus. Soc. Sci. Review 6 (4) 140 – 146 (2018), Available at SSRN: https://ssrn.com/abstract=3307323

Delgado-Ballester, E., Hernandez-Espallardo, M., & Rodriguez-Orejuela, A. (2014). Store image influences in consumers’ perceptions of store brands: The moderating role of value consciousness. European Journal of Marketing, 48(9/10), 1850–1869.

Diallo, M. F., Coutelle-Brillet, P., Riviere, A., & Zielke, S. (2015). How do price perceptions of different brand types affect shopping value and store loyalty? Psychology & Marketing, 32(12), 1133–1147.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Dijkmans, Corné, Peter Kerkhof, and Camiel J. Beukeboom. (2015). “A Stage to Engage: Social Media Use and Corporate Reputation.” Tourism Management 47: 58–67. https://doi.org/10.1016/j.tourman.2014.09.005.

Ferreira, Meire Coelho, Anne Margareth Batista, Leandro Silva Marques, Fernanda de Oliveira Ferreira, João Batista Medeiros-Filho, and Maria Letícia Ramos-Jorge. (2015). “Retrospective Evaluation of Tooth Injuries and Associated Factors at a Hospital Emergency Ward.” BMC Oral Health 15 (1): 1–6. https://doi.org/10.1186/s12903-015-0125-4.

Huang, C.-C. (2017). "The impacts of brand experiences on brand loyalty: Mediators of brand love and trust." Management Decision, 55(5), 915–934.

Ismail, Ahmed Rageh. (2017). “The Influence of Perceived Social Media Marketing Activities on Brand Loyalty: The Mediation Effect of Brand and Value Consciousness.” Asia Pacific Journal of Marketing and Logistics 29 (1): 129–44. https://doi.org/10.1108/APJML-10-2015-0154.

Kang, J., Tang, L., & Lee, J. Y. (2015). Self-congruity and functional congruity in brand loyalty. Journal of Hospitality & Tourism Research, 39(1), 105–131.

Langner, T., Bruns, D., Fischer, A., & Rossiter, J. R. (2016). Falling in love with brands: A dynamic analysis of the trajectories of brand love. Marketing Letters, 27(1), 15–26.

Lee, Jieun, and Ilyoo B. Hong. (2016). “Predicting Positive User Responses to Social Media Advertising: The Roles of Emotional Appeal, Informativeness, and Creativity.” International Journal of Information Management 36 (3): 360–73. https://doi.org/10.1016/j.ijinfomgt.2016.01.001.

Martinho, Graça, Ana Pires, Gonçalo Portela, and Miguel Fonseca. (2015). “Factors Affecting Consumers’ Choices Concerning Sustainable Packaging during Product Purchase and Recycling.” Resources, Conservation and Recycling 103: 58–68. https://doi.org/10.1016/j.resconrec.2015.07.012.

Matthews, D. R., Son, J., & Watchravesringkan, K. (2014). An exploration of brand equity antecedents concerning brand loyalty: A cognitive, affective, and conative perspective. Journal of Business and Retail Management Research, 9(1), 26–39.

Proksch, M., Orth, U. R., & Cornwell, T. B. (2015). Competence enhancement and anticipated emotion as motivational drivers of brand attachment. Psychology & Marketing, 32(9), 934–949.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Raj, M. Prasanna Mohan, and Satam Roy. (2015). "Impact of Brand Image on Consumer Decision -Making: A Study on High-Technology Products." Global Business Review 16 (3): 463–77. https://doi.org/10.1177/0972150915569934

Salem, Suha Fouad, Arun Kumar Tarofder, Kamelia Chaichi, and Adiza Alhassan Musah. (2019). "Brand Love Impact on the Social Media and Stages of Brand Loyalty." Polish Journal of Management Studies 20 (1): 382–93. https://doi.org/10.17512/pjms.2019.20.1.33.

Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. International Journal of Retail & Distribution Management, 43(3), 276–292.

Shirai, Miyuri. (2015). "Impact of 'High Quality, Low Price' Appeal on Consumer Evaluations." Journal of Promotion Management 21 (6): 776–97. https://doi.org/10.1080/10496491.2015.1088922.

Taghipourian, Mohammad Javad, and Mahsa Mashayekh Bakhsh. (2015). "Loyalty : From Single-Stage Loyalty to Four-Stage Loyalty," no. 6: 48–51.

Wallace, Elaine, Isabel Buil, and Leslie de Chernatony. (2014). "Consumer Engagement with Self-Expressive Brands: Brand Love and WOM Outcomes." Journal of Product and Brand Management 23 (1): 33–42. https://doi.org/10.1108/JPBM-06-2013-0326.

Wolter, Jeremy S., Simon Brach, J. Joseph Cronin, and Mark Bonn. (2016). "Symbolic Drivers of Consumer- Brand Identification and Disidentification." Journal of Business Research 69 (2): 785–93. https://doi.org/10.1016/j.jbusres.2015.07.011.

Zielke, Stephan. (2014). "Shopping in Discount Stores: The Role of Price -Related Attributions, Emotions and Value Perception." Journal of Retailing and Consumer Services 21 (3): 327–38. https://doi.org/10.1016/j.jretconser.2013.04.008.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.