The Influence of Social Media Marketing, Brand Associations, Perceived Quality, Brand Awareness And Brand Loyalty Towards Brand Equity And Brand Image As Mediation Variable

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ARTICLE INFO

ABSTRACT

In the consumer market, there are so many unidentified consumers that it is difficult for companies to build personal relationships with each customer (Tjahyadi & Arlan, 2010). One of the most important ways that can be taken by marketers to build personal relationships with customers is through a symbol, namely a brand. This research aims to analyze the influence of social media marketing, brand associations, brand associations, perceived quality, brand awareness and brand loyalty towards brand equity and brand image as mediation variables. In order to analyze this research question, the author uses six hypotheses that will be examined. This research using his research is categorized as causal-comparative research, which is research that involves measuring variables and examining relationships between variables on patterns, correlations, or causal relationships. The variables in this study are brand association, perceived quality, brand awareness and brand loyalty to brand equity and brand image as mediating variables. The sampling method used is simple random sampling, which is a sampling technique by providing equal opportunities for each member of the population to become the research sample. The variables in this research consisted of 3 types of variables, including: independent, intervening, and dependent. The result of this research found that from six hypotheses, 5 of them are proven. It found that brand associate, perceived quality, brand awareness, brand loyalty, and brand image have a positive impact towards brand equity. However, there is no significant impact of social media marketing towards brand equity.

Keywords: Brand Associations, Brand Awareness, Brand Equity, Brand Image, Brand Loyalty, Social media marketing

1. Introduction

The potential of the fashion market in Indonesia is very promising and still opens up opportunities for entrepreneurs, companies and investors to compete for big profits from the Indonesian market. One important thing to note in this case is that fashion brands provide great benefits for users/consumers. Fashion brands add value to consumers in various forms including status, position and customer trust. Fashion brands make consumers willing to pay a higher price for a product to get a product with that fashion brand.

Fashion brands make consumers willing to pay a higher price for a product to get a product with a certain fashion brand. Consumers will be willing to pay high to buy a product because the fashion brand attached to the product is a guarantee of the product in terms of quality consistency, brand name and certain other values that are believed to be contained in a fashion brand. Without a fashion brand, consumers will feel less trust. of the bad risks that will be faced when buying a product (Andrology, 2014).

According to Amelia (2018), a company or producer must define and describe a fashion brand clearly in the minds of consumers. Marketing from a particular fashion brand company can position a fashion brand according to a certain level, which describes the position of a fashion brand whether it is at a certain level in the minds of consumers. There is a degree to which marketers position their fashion brands better than other fashion brands by highlighting the benefits and values embedded in a product. While the best and strongest fashion brands are positioned beyond value and benefits, this fashion brand is

positioned on customer trust and strong values that involve emotions such as prestige.

Due to the emergence of various types of products in the fashion product category, product quality has become a standard and easily imitated and owned by anyone. This makes it difficult for a company in the same product category to maintain itself as a market leader because trends continue to shift. Companies need to maintain their market, so that one of the efforts that can be done is to form a strong brand image, especially in the fashion market. This is done so that the company can have a strong foundation to overcome the pressure caused by competitors. The brand image of a fashion company is something that needs extra attention for the company, through a good brand image it can create emotional value for consumers and can even create a positive feeling for consumers when spending money on a fashion product brand. This also applies to the opposite, if a company has an overall image that is not good or bad for consumers, the possibility of consumer purchases for that brand will also be smaller (Jonathan & Sugiharto, 2019).

According to Andrology (2014) brand awareness is the ability and ability of a consumer to recognize and remember that a fashion brand is part of a particular product group. Consumers usually buy fashion brands that they know or have bought because it can make consumers feel guaranteed security from something they have known before. This can be interpreted that a well-known brand usually has a greater possibility of quality and value that can be accounted for, so that consumers can easily recall the brand of the product from a particular product category.

In the consumer market, there are so many unidentified consumers that it is difficult for companies to build personal relationships with each customer (Tjahyadi & Arlan, 2010). Another way that can be taken by marketers to build personal relationships with customers is through a symbol, namely a brand. Based on the assumptions of the previous researchers' writings summarized above, the authors wants to conduct a research "ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND ASSOCIATION, PERCEIVED QUALITY, BRAND AWARENESS, BRAND LOYALTY TOWARDS BRAND QUITY AND BRAND IMAGE AS MEDIATION VARIABLES".

Based on the research problem above, the objective of this research is to:
1. Analyze the relationship between media marketing and brand equity.
2. Analyze the relationship between brand association and brand equity.
3. Analyze the relationship between perceived quality and brand equity.
4. Analyze the relationship between brand awareness and brand equity.
5. Analyze the relationship between brand loyalty and brand equity.
6. Analyze the relationship between brand association and brand equity.

2. Literature Review

2.1 The Definition of Dependent Variable

According to Aulia and Briliana (2017), brand equity is the added value given to products and services with consumers. This may be reflected in the way consumers think, feel, and act with respect to the brand, as well as its price, market share, and profitability. Customer-based brand equity is thus the differential effect of brand knowledge on consumer responses to the marketing of the brand. Brand equity refers to the value attached to a well-known brand name.

Meanwhile, according to Joshi and Yadav (2018) brand equity is a set of brand assets and liabilities associated with a brand that increase or decrease the value provided by a product or service to the company and its customers. The introduction of the term brand equity in the marketing literature is to describe the relationship between brands and customers. This concept is well discussed in the accounting and marketing literature.

2.2 The relationship between variables

2.2.1 The Effect of Social Media Marketing on Brand Equity

Chahal et al. (2020) found that social media marketing has a positive influence on brand equity. Social media marketing has made a breakthrough in connecting people in real time that no other media can. Stakeholders and, more importantly, prospective students are expected more than ever to access university news and updates to interact in real time (Mathur, 2018 & Moments et al. 2020).

2.2.2 Pengaruh Brand Association terhadap Brand Equity

Sharma (2017) stated that brand associations have a positive influence on brand equity. Brand associations create value for companies and customers by differentiating brands and creating attitudes or feelings in the minds of customers. Consumers express their uniqueness through ownership and display of original, innovative and unique brands (Joshi& Yadav, 2018; Brochado & Oliveira, 2018; Kalhor et al. 2021).

2.2.3 The Effect of Perceived Quality on Brand Equity

Joshi and Yadav (2018) stated that perceived quality has a positive influence on brand equity. Quality is the achievement of excellence and excellence. The consumer's subjective judgment for a particular product is referred to as perceived quality. Perceived quality is influenced by several factors, such as perceived risk, level of education, previous experience with the product and the least number of situational variables, such as social background, lack of time, purpose of purchase, and situation. Sharma (2017) and Brochado and Oliveira (2018).

2.2.4 The Effect of Brand Awareness on Brand Equity

Dib and Alhaddad (2014) reveal that brand awareness positively influences brand equity. Brand awareness is widely misunderstood and often measured by experienced managers. Brand awareness is based on brand recognition and

memory. The ability of potential buyers to recognize and recall that a brand belongs to a particular product category can be defined as the ability to identify the brand under conditions that are, as would be expected from brand recognition or recall performance of Maja and Irene (2019) and Girard et al. (2017).

2.2.5 Pengaruh Brand Loyalty terhadap Brand Equity

Aulia and Briliana (2017) stated that brand loyalty has a positive influence on brand equity. Brand loyalty provides a firm with predictability and demand security, and creates barriers to entry that make it difficult for other firms to enter the market. This can also translate into a customer's willingness to pay a higher price, often 20 percent to 25 percent more than competing brands. Brand Loyalty is the desired end result of consumer learning. It consists of actual attitudes and behaviors towards a brand (Sharma, 2017; Brochado & Oliveira 2018).

2.2.6 The Effect of Brand Image on Brand Equity

Aulia and Briliana (2017) found that brand image has a positive influence on brand equity. Brand Image is the consumer's perception of a brand, which is reflected in the brand associations in the consumer's memory. It is also one of the two components of brand knowledge. A brand with a positive brand image is more likely to survive a brand crisis or decline in brand wealth. Brand Image is the number of impressions that influence the way we perceive a brand, including elements that identify or differentiate the brand from other brands.

2.3 Research Model and Hypothesis Formulation

Based on various discussions and research that has been done before, the researchers decided to develop a research model framework as follows:
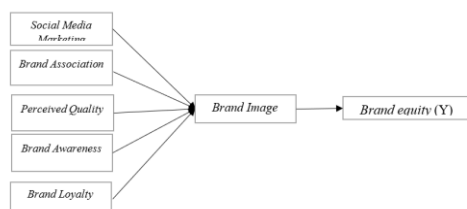

Figure 2.3 Brand Equity dimension and consumer behavior in social media.
Resource : Aulia dan Briliana (2017)

Based on the description and framework of the model, the hypothesis for this research is formulated as follows:
H1: There is a significant positive effect between social media marketing on brand equity.
H2: There is a significant positive effect between brand association on brand equity.
H3: There is a significant positive effect between perceived quality on brand equity.
H4: There is a significant positive effect between brand awareness and brand equity.

H5: There is a significant positive effect between brand loyalty and brand equity.
H6: There is a significant positive effect between brand image on brand equity.

3. Research Method

This research is categorized as causal-comparative research, which is research that involves measuring variables and examining relationships between variables on patterns, correlations, or causal relationships. The variables in this study are brand association, perceived quality, brand awareness and brand loyalty to brand equity and brand image as mediating variables.

The object of this research is the influence of social media marketing, brand association, perceived quality, brand awareness and brand loyalty on brand equity and brand image as mediating variables. The sampling method used is simple random sampling, which is a sampling technique by providing equal opportunities for each member of the population to become the research sample. The population in this study is an individual or a group of people who understand fashion, especially models in the city of Batam and people who open Custody Services for buying and selling foreign products or brands.

The variables in this research consisted of 3 types of variables, including: independent, intervening, and dependent. The independent variables in this study are social media marketing, brand association, perceived quality, brand awareness and brand loyalty and the dependent variable is brand equity mediated by the intervening variable, namely brand image.

Analysis of the research data was processed using SPSS version 22 and SMART PLS 3. This analysis was used to describe the results of the research test. Some of the tests that will be carried out are statistical analysis, validity, reliability, outliers and hypothesis testing.

4. Result And Discussion

4.1 Descriptive Statistics

In this analysis, there are 215 respondents distributed to all people in Indonesia who have heard and read online reviews. Of the 215 respondents who were distributed, all returned and provided responses that could be used for data testing using SPSS software.

Table 1 The Rate Questionnaire Return

Descriptions	Number
Distributed Questionnaire	215
Returning Questionnaire	215
Questionnaire used to process data	195

Source: Primary data 2022

The following table will show respondent data by gender. A total of 121 (56.7%) respondents were female and 94 (43.3%) respondents were male. Therefore it can be concluded that the majority of respondents are women.

Table 2 The Gender of Respondent

Respondent	Number	Percent
Men	94	43,3
Women	121	56,7
Total	215	100

Source :Primary data 2022

From the results of the respondents obtained, it is known that there are 1 respondent with a junior high school education, 151 respondents with a high school/vocational education, 58 respondents with a bachelor's education, and 5 respondents with a master's education.

Tabel 3 The Education of Respondent

Respondent	Number	Percent
SMP	1	0,4
SMA/SMK	151	70,2
S1	58	26,9
S2	5	02.05
Total	215	100

Source: Primary data 2022

From the respondents collected, the majority of respondents have income above Rp. 11 million as many as 8 respondents. Income of Rp 8 million to Rp 11 million per month as many as 17 respondents. Income of Rp 4 million to Rp 7 million per month as many as 92 respondents.

Table 4 Respondents Monthly Income

Respondent	Number	Percent
Above IDR 11 Million	8	4
IDR 8 Million – IDR 11 Million	92	46,9
IDR 4 Million – IDR 7 Million	39	19,9
IDR 1 Million – 4 Million	5	02.07
IDR 1 Million – 3 Million	52	26,5
Total	196	100

Source :Primary data 2022

4.2 Reliability Test Results

The reliability test is used to state the extent to which the variables are consistent in measurement. The test is seen from Cronbach's Alpha or Composite Reliability which has a Rule of thumb of more than 0.6.

Tabel 5 Reliability Test

	Cronbach's Alpha	Composite Reliability
Brand Association	0,729	0,728
Brand Awarness	1	1
Brand Equity	0,764	0,765
Brand Imange	0,861	0,861
Brand Loyalty	0,829	0,83
Preceived Quality	0,738	0,739
Social media Marketing	0,802	0,803

Source : Primary data (2022)

The results of the reliability test show that all constructs have Cronbach's alpha and composite reliability values of more than 0.7, so it can be concluded that all constructs are reliable.

4.3 Structural Model (Inner Model)

4.3.1 Path Coefficient

Path Coefficient is the output to see the direct effect between latent variables. the path coefficient results can be seen in the appendix 1.

Among the five direct effects between these variables, only five variables show a significant effect, which are Brand Awareness on brand image, Brand image on brand equity, brand loyalty on brand image, perceived quality on brand image, and social media on brand image. This is indicated by the value of t statistic > 0.6 and P-Values < 0.062. While the relationship between other latent variables has no significant effect. The following are the conclusions of the direct influence hypothesis test results:

Table 7. Hypothesis

Hypothesis	Conclusion
H1: There is a significant positive effect between social media marketing on brand equity. H1 is rejected, based on the results of the study, there is no significant positive effect between social media marketing on brand equity. The results of the research shown are contrary to the research conducted by (Chahal et al., 2020), (Mathur, 2018) and (Momen et al., 2020).	Not Proven
H2: There is a significant positive effect between brand associations on brand equity. H2 is accepted, there is a significant positive effect between brand association on brand equity. The research results shown are in accordance with research (Sharma, 2017), (Joshi & Yadav, 2018), (Brochado & Oliveira, 2018), and (Kalhor et al., 2021).	Proven
H3 : There is a significant positive effect between perceived quality on brand equity. H3 is accepted, there is a significant positive effect between perceived quality on brand equity. The results of the research shown are in accordance with research (Joshi & Yadav, 2018) which reveals that brand awareness has a positive influence on brand equity (Sharma, 2017) and (Brochado & Oliveira, 2018).	Proven
H4 : There is a significant positive effect between brand awareness and brand equity. H4 is accepted, there is a significant positive effect between brand awareness and brand equity. The results of the study shown in accordance with research (Dib & Alhaddad, 2014) reveal that brand awareness has a positive influence on brand equity. (Maja & Irene, 2019) and (Girard et al., 2017).	Proven

Hypothesis	Conclusion
H5 : There is a significant positive effect between brand loyalty and brand equity. H5 is accepted, there is a significant positive effect between brand loyalty and brand equity. The results of the research shown are in accordance with research (Aulia & Briliana, 2017) which reveals that brand loyalty has a positive influence on brand equity. (Sharma, 2017) and (Brochado & Oliveira, 2018)	Proven
H6 : There is a significant positive effect between brand image on brand equity. H6 is accepted, there is a significant positive effect between brand image on brand equity. The results of the research shown are in accordance with research (Aulia & Briliana, 2017) which reveals that brand image has a positive influence on brand equity. (Awad Alhaddad, 2015) and (Shabbir et al., 2017).	Proven

Source :Primary data 2022

V. Conclusion

The conclusions that can be obtained from the research on the topic of analyzing the influence of social media marketing, brand association, perceived quality, brand awareness, brand loyalty towards brand quity and brand image as mediating variables are as follows:

1. H1 is rejected, based on the results of the study, there is no significant positive effect between social media marketing on Brand equity. The results of the research shown are contrary to the research conducted by (Chahal et al., 2020), (Mathur, 2018) and (Momen et al., 2020).

2. H2 is accepted, there is a significant positive effect between Brand association on Brand equity (Sharma, 2017), (Joshi & Yadav, 2018), (Brochado & Oliveira, 2018), and (Kalhor et al., 2021).

3. H3 is accepted, there is a significant positive effect between perceived quality on Brand equity. The results of the research shown are in accordance with research (Joshi & Yadav, 2018) which reveals that Brand awareness has a positive influence on Brand equity (Sharma, 2017) and (Brochado & Oliveira, 2018).

4. H4 is accepted, there is a significant positive effect between Brand awareness and Brand equity. The results of the research shown are in accordance with research (Dib & Alhaddad, 2014) revealing that Brand awareness has a positive influence on Brand equity (Maja & Irene, 2019) and (Girard et al., 2017).

5. H5 is accepted, there is a significant positive effect between brand loyalty and brand equity. The results shown are in accordance with research (Aulia & Briliana, 2017) which reveals that brand loyalty has a positive influence on Brand equity (Sharma, 2017) and (Brochado & Oliveira, 2018).

6. H6 is accepted, it can be seen that there is a significant positive effect between brand image and brand equity. The results of the research shown are in accordance with research (Aulia & Briliana, 2017) which reveals that brand image has a positive influence on brand equity. (Awad Alhaddad, 2015) and (Shabbir et al., 2017).

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Appendix

Tabel 6. Path Coefficient Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Association -> Brand Imange	0	0	0,003	0,011	0,991
Brand Awarness -> Brand Imange	0,233	0,233	0,008	29,392	0
Brand Imange -> Brand Equity	0,961	0,961	0,005	186,68	0
Brand Loyalty -> Brand Imange	0,824	0,824	0,011	75,989	0
Preceived Quality -> Brand Imange	0,001	0,001	0,003	0,321	0,748
Social media Marketing -> Brand Imange	0	0	0,001	0,124	0,902

Source :Primary data 2022