



The Influence of Social Media Marketing, Brand Image, Brand Awareness on Brand Loyalty

Dewi Murtiningsih^{1*}, Loeky Rono Pradopo², Supriyatno³, Wahyu Anggraini⁴,
Hardiansyah⁵

¹⁻⁵Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana, Indonesia

* Corresponding Author: Dewi.murtiningsih@mercubuana.ac.id

Abstract. This study investigates the influence of green perceived risk, green perceived value, and green word of mouth on green purchase intention. This research employed a causal associative approach to examine the relationships among the variables. The population consisted of consumers of Indomaret Point SPBU BP AKR in Joglo, West Jakarta. A total of 165 respondents were selected as the sample through a Google Form questionnaire using a purposive sampling technique. Data were analyzed using the structural equation modeling (SEM) approach based on partial least squares (PLS), with SmartPLS 4.1 as the analytical tool. The results indicate that green perceived risk, green perceived value, and green word of mouth have significant effects on green purchase intention. These findings suggest that consumers' perceptions of environmental risks, the benefits associated with environmentally friendly products, and information communicated through interpersonal or consumer-based recommendations can influence their intention to make green purchases. Therefore, companies should consider strengthening green product value, reducing perceived environmental risks, and encouraging positive green word of mouth to increase consumers' green purchase intentions and support more sustainable purchasing behavior among consumers.

Keywords: Green Perceived Risk; Green Perceived Value; Green Purchase Intention; Green Word of Mouth; Sustainable Purchasing Behavior.

1. INTRODUCTION

In the increasingly advanced digital era, marketing through social media has become one of the most effective strategies for reaching consumers. Social media not only functions as a communication platform, but also as a marketing tool that can shape brand image and increase brand awareness among consumers. This study focuses on the influence of social media marketing, brand image, and brand awareness on brand loyalty, especially among students of the Management Study Program at Mercu Buana University. Students, as a generation that is highly connected to technology and social media, are an interesting group to study because they have the potential to become loyal consumers if they are exposed to the right marketing strategies.

According to Wibowo et al. (2020), marketing activities through social media make it easier for companies to promote their products because social media is essentially a means of self-promotion to a wide and widespread user base. Social media usage among students is increasing, with platforms like Instagram, Facebook, and TikTok becoming primary channels for interaction and information acquisition.

Social media marketing has become a crucial marketing strategy for companies in building relationships with customers. By leveraging social media, companies can reach a wider target audience, increase interactions with customers, and create personalized

experiences that can strengthen brand image (Widodo et al., 2023). In this context, the brand image built through social media marketing can influence how students perceive a brand.

According to Pandiangan (2021), brand image refers to the perception formed in the minds of consumers and the general public about a brand, which is the result of their assessment or response to the brand's reputation and quality. Brand image refers to the mental image that arises in the minds of customers when they recognize a product name. According to Pandiangan (2021), brand image refers to the perception formed in the minds of consumers and the general public about a brand, which is the result of their assessment or response to the brand's reputation and quality.

High brand awareness will make it easier for students to recognize and choose brands when making purchases. According to Rumaidlany (2022), brand awareness reflects the extent to which a brand immediately comes to mind for consumers when they think of a particular product category. Therefore, it is important to understand how these three variables interact and contribute to brand loyalty among students.

Several previous studies have shown that social media marketing has a positive impact on brand image and brand awareness. For example, research by Safira and Amron (2023) found that social media interactions influence brand loyalty. However, there are inconsistencies in previous research results. For example, research by Hidayat and Kurniawati (2025) showed that social media marketing had no significant effect on brand loyalty.

Research by Rahmatulloh et al. (2019) states that brand image influences brand loyalty. Furthermore, research by Caroline & Karina (2018) states that brand image is insignificant on brand loyalty. Fadilah & Nugroho (2021) found that although product brand image is viewed positively by consumers, it does not impact consumer loyalty. Meanwhile, Rahmawati & Santosa (2022) also found that brand image does not significantly influence customer loyalty.

This inconsistency suggests that while there is a general trend supporting the relationship between the three variables, contextual factors such as product type, demographic characteristics, and the nature of interactions on social media may influence the results. Therefore, further research is needed to explore these variables in a more specific context, such as among college students, in order to provide a deeper understanding of the dynamics that occur. Therefore, researchers are interested in researching with the title *The Influence of Social Media Marketing, Brand Awareness and Brand Image on Brand Loyalty*.

2. LITERATURE REVIEW

Social Media Marketing Influences Brand Loyalty

Chen and Lin (2019) explain that digital marketing itself can have an impact on a business by driving customer engagement, which can build a brand and create long-term customer relationships. According to Ebrahim (2020), social media marketing can be defined as the process of utilizing technology and social media channels to create, communicate, and deliver marketing offerings that enhance stakeholder value for the company. Engagement theory (Brodie et al., 2011) states that interactions on social media can increase consumer engagement with a brand, which in turn can increase brand loyalty. These research findings align with research by Budiarsi et al. (2021), which found that social media marketing has a significant influence on brand loyalty. Meruvishnu & Sudaryanto (2022) state that positive interactions on social media can increase consumer engagement with a brand, which in turn strengthens loyalty. Another study by Fadhilah et al. (2024) found that social media marketing can create emotional bonds, resulting in more loyal customers. Utami and Saputri (2020) found that social media marketing has a positive and significant effect on brand loyalty. Based on the results of previous research, the hypothesis in this study is:

H₁: Social media marketing has a positive effect on brand loyalty.

Brand Image Influences Brand Loyalty

Brand equity theory (Aaker, 1991) states that a strong brand image can create added value for a brand, which contributes to consumer loyalty. According to Arianty and Andira (2021), brand image is the view and understanding held by customers, and is reflected through mental associations. Research conducted by Kaur and Singh (2019) shows that a positive brand image contributes to brand loyalty among consumers. Furthermore, research conducted by Khamis et al. (2019) found that a strong brand image can increase consumer trust, which in turn increases brand loyalty. Kresnanda & Jatra (2019) also demonstrated that brand image has a positive and significant effect on brand loyalty. Liu et al. (2020) stated that brand image influences brand loyalty. Based on previous research, the hypothesis in this study is:

H₂: Brand image has a positive effect on brand loyalty.

Brand Awareness Influences Brand Loyalty

The Customer-Based Brand Equity theory (Keller, 1993) states that brand awareness is the first step in building brand loyalty, as consumers tend to choose brands they recognize. Rumaidlany (2022) states that brand awareness reflects the extent to which a brand immediately comes to mind for consumers when they think of a particular product category. Research conducted by Chansuk & Chaipoopirutana (2020) indicates that brand awareness

influences brand loyalty. Furthermore, research by Fitriani & Hidayat (2023) also indicates that brand awareness has a significant direct influence on brand image formation. Putri & Nugroho (2023) also found that amidst intense market competition, brand awareness plays a crucial role in differentiating a brand and strengthening its image in the minds of consumers. Furthermore, research by Ligaraba (2024) also shows that high brand awareness through social media increases consumers' likelihood of remaining loyal. Based on the results of previous research, the hypothesis in this study is:

H₃: Brand awareness has a positive effect on brand loyalty.

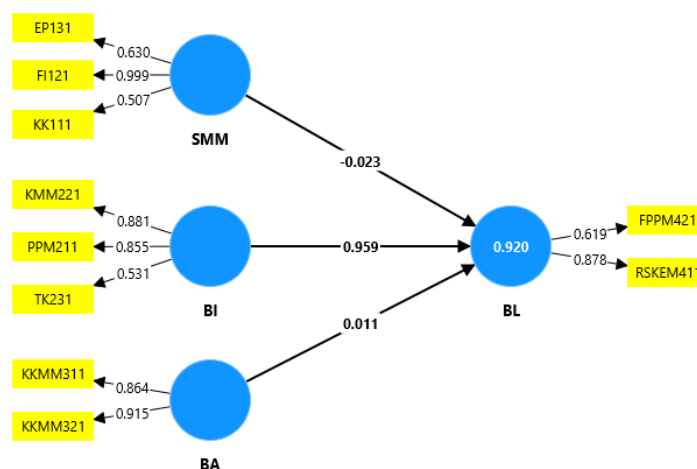
3. RESEARCH METHOD

The type of research used in this study is associative research. The data collection method used in this study is a questionnaire method where the research method is carried out using a questionnaire as a research tool, but the data taken is data from samples taken from all populations. The measurement scale used in this study is a Likert scale. The number of samples is 110. The data collection technique used in this study is a questionnaire. The analysis technique used in this study is Partial Least Square (PLS). This study uses three exogenous variables and one endogenous variable. The exogenous variables are social media marketing, brand image, brand awareness while the endogenous variable is brand loyalty.

4. RESULT AND DISCUSSION

Result

Figur 1 display at the path coefficient for the equation model, the model determination coefficient, and the measurement model for the validity and reliability test, below:



Figur 1. PLS Path Output, 2026.

Convergent Validity

The test findings for the measurement model for Table 1 display convergent validity as follows:

Table 1. AVE.

Item	Loading Factor	AVE	Criteria	Remarks
Social Media Marketing				
EP131	0.810	0.791	0,500	Valid
FI121	0.756		0,500	Valid
Brand Image				
PPM211	0.909	0.865	0,500	Valid
KMM221	0.950		0,500	Valid
Brand Awareness				
KKMM311	0.846	0.785	0,500	Valid
KKMM321	0.928		0,500	Valid
Brand Loyalty				
RSKEM411	0.980	0.955	0,500	Valid

Source: Output Smart PLS, 2026

Based on loading factor indicator that measure the construct, the convergent validity of the measurement model emplying reflecting indicator is evaluated.

Composite Reliability dan Chronbrach's Alpha

A construct realiability test is conducted in addition to the construct validity test. It is determined by cronbach's alpha and composite reliability of the bilt is measured by the indicator block. Here is table 2. Of the cronbach's alpha and composite reliability test result.

Table 2. Cronbach's Alpha and Composite Reliability.

Variable	Cronbach's Alpha	Composite Realibility
Social Media Marketing	0.787	0.882
Brand Image	0.847	0.927
Brand Awareness	0.776	0.879

Source: Output Smart PLS, 2026

When a construct cronbach's alpha value is greater than 0,500 and composite reliability value is greater than 0,600 it is deemed reliable. With the aforementioned smart PLS output, it can be see that every construct has a combined reliability value that is higher than 0,600 and to cronbach's alpha all variable is value is higher constanta.

Inner Model

The inner model analysis was conducted to evaluate the structural relationships among the latent variables in the proposed research model. The evaluation of the structural model includes the assessment of R-square, F-Square, and path coefficients through the t-statistic and p-value.

R-Square

PLS uses the t-statistic value of each path to determine the relevance of the structure model after evaluating is using R^2 for the endogen variable and a path coefficient value for eksogent variable. Table 3 below displays the model fit for this study.

Table 3. R-Square.

	R-square	Adjusted R-square
Brand Loyalty	0.905	0.903

Source: Output Smart PLS, 2026

Based on Table 3, the R-square value for brand loyalty is 0, 905, while the adjusted R-square value is 0,903. This indicates that 90,5% of the variance in brand loyalty can be explained by the variables included in the structural model, while the remaining 9,5% is explained by other variables outside the model. The adjusted R-square value of 0,903 indicates that the explanatory power of the model remains very high after adjustment for the number of predictors.

F-Square

The F-square value is used to assess the effect size of each exogenous variable on an endogenous variable in the structural model. A higher F-square value indicates a greater contribution of an exogenous variable to the endogenous variable, while a lower value indicates a smaller contribution.

Table 4. F-Square.

	Brand Awareness	Brand Image	Brand Loyalty	Social Media Marketing
Brand Awareness			0.001	
Brand Image			8.412	
Brand Loyalty				
Social Media Marketing			0.000	

Source: Output Smart PLS, 2026

Base on Table 4, the F-square values indicate different levels of effect among the variables in the model, with brand image showing the largest effect size at 8,412 while the effect of brand awareness and social media marketing on the respective endogenous variables are relatively small.

Path Coefficient

The significance of the structural relationships was further assessed using the t-statistic and p-value. t-statistic value between eksogent variable in Table 5, can be used to determine the predictive model's relevance is structural model testing. Path coefficient on the following Smart PLS output.

Table 5. Path Coefficient.

Variable	T-Statistic (>1,962)	P-Value (<0.05)	Remarks
Social Media Marketing -> Brand Loyalty	0.018	0.986	Insignificant
Brand Image -> Brand Loyalty	71.412	0.000	Significant
Brand Awareness -> Brand Loyalty	0.344	0.731	Insignificant

Source: Output Smart PLS, 2026

Based on the hypothesis testing results presented in Table 5, social media marketing has a t-statistic value of 0,018, which is lower than t-table value of 1,962, with p-value of 0,986, which is higher than 0,05. Therefore, social media marketing has an insignificant effect toward brand loyalty. Furthermore, brand image has a t-statistic value of 71,412, which is higher than 1,962, with a p-value of 0,000, which is lower than 0,05. Therefore, brand image has a significant effect toward brand loyalty. Meanwhile, brand awareness has a t-statistic value of 0,344, which is lower than 1,962, with a p-value of 0,731, which is higher than 0,05. Therefore, brand awareness has a significant effect toward brand loyalty.

Discussion

Social Media Marketing Influences Brand Loyalty

From Table 5, as can be seen above, the t-statistic value of 1.176, which is greater than the t-table value of 0.986, indicates that the first sample estimate value is 0.986 with a 5% insignificance. Based on the first hypothesis's testing, there is an incorrelation between green marketing and green purchase intention. This study is inconsistent with research conducted by Hidayat and Kurniawati (2025), which stated that green marketing is unable to strengthen brand loyalty. This research is inconsistent with research conducted by Budiarsi et al. (2021), Meruvishnu & Sudaryanto (2022), Fadhilah et al. (2024), and Utami and Saputri (2020), which stated that social media marketing has no effect on brand loyalty.

Brand Image Influences Brand Loyalty

The second test was conducted to see whether green marketing affects green brand awareness. The results of the testing can be seen in Table 5. above. It shows that brand image has an original sample estimate value of 0.000 and a t-statistic value of 71.412, which is higher than the t-table value of 1.962, which means it is significant.

The results of testing the second hypothesis indicate that brand image is affected by brand loyalty. This research is in line with research results from Kaur and Singh (2019), Khamis et al., (2019), Kresnanda & Jatra (2019), Liu et al., (2020) which stated that brand image influences brand loyalty. This research is not in line with research conducted by Caroline & Karina (2018), Fadilah & Nugroho (2021), Rahmawati & Santosa (2022) who also found

that brand image does not have a significant influence on customer loyalty, which states that brand image does not influence brand loyalty.

Brand Awareness Influences Brand Loyalty

To determine whether green brand awareness affects green purchase intention, the fourth test is run. You may view the test results in Table 5 above. With a t-statistic value of 0.731 and an initial sample estimated value of 0.344 for brand awareness, it is evident that the value is insignificant since it is less than the t-table value of 1.962.

The third hypothesis demonstrates that the brand awareness is insignificant on brand loyalty. This study is inconsistent with the research published by Chansuk & Chaipoopirutana, (2020), Fitriani & Hidayat (2023), Putri & Nugroho (2023), Ligaraba, (2024 which states that brand awareness is significant to brand loyalty.

5. CONCLUSION

The test results indicate that social media marketing has no effect on brand loyalty, brand image has an effect on brand loyalty, and brand awareness has no effect on brand loyalty. Suggestions for future research include: In addition to using social media marketing, brand image, and brand awareness, researchers can expand the model by including other variables that may influence brand loyalty, such as green consumer values, environmental knowledge, or perceived green value. Researchers can also explore the influence of green marketing in various industrial sectors, such as food, clothing, or electronics.

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