

## **Brand equity and the impact of social media marketing communication activities**

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### **Abstract**

This study aims to determine the impact of social media marketing communications on brand equity. The research method used was quantitative, with purposive sampling serving as the sampling technique and a sample size of 96 people as the target population. Hypotheses are developed in quantitative data analysis by employing simple linear regression techniques. According to the findings, both categories include evaluating social media marketing communication activities and brand equity. According to the findings of the hypothesis testing, social media marketing communication activities have a significant impact on brand equity, with a strong category influence.

### **Keywords:**

Brand equity, Instagram, marketing communication activities, social media

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## **Introduction**

Apart from advancements in Internet technology, Indonesia's Internet usage has skyrocketed. According to a survey conducted in April 2019, most of Indonesia's internet users are between 17 and 25. In 2017, Indonesia's internet penetration was around 143 million (Nurhayati-Wolff, 2020). The Internet has had a significant impact on the entire world. Social media is one of the Internet's innovations that has changed the way people communicate with one another because it communicates through chat-based mobile apps, websites, and communication networks, among other things. A survey carried out in Indonesia in July 2019 shows that every age group tends to like seeing Instagram posts from Instagram influencers. According to estimates, Indonesia, which is expected to have 212,2 million e-commerce users by 2023, is one of the world's fastest-growing e-commerce markets (JakPat, 2019).

This occurrence demonstrates how businesses communicate online marketing through social media. As a result of reaching millions of customers with brand-related content and engaging them in conversations, social media has seen a significant increase in its use as a marketing medium in recent years (Iankova et al., 2019, p. 169). Social media allows marketers to reach consumers in their social communities and build consumer loyalty. Through personal networking and interactivity channels, social media marketing communication activities can assist businesses in establishing positive customer relationships with their customers. Customer interaction with business groups is made possible through social media applications and facilitating interpersonal communication. They would allow customers to actively contribute to creating shared experiences (Wang & Kim, 2017, p. 16).

Social media marketing activities are widely regarded as one of the most effective branding strategies. As a result, this entertainment company utilizes social media to benchmark its business. The Instagram account @msjacksonjkt is being examined. The fact that young people are highly sought after on the social media platform @msjacksonjkt piqued interest in researching the Instagram account @msjacksonjkt. The music groups at the café come from renowned and familiar artists to make young people appeal to come and enjoy live music. Music Events includes the high middle-class segment targeting people in business, youth like music, and expatriates. The brand @msjacksonjkt is famous among young people who enjoy the city of Jakarta's metropolitan lifestyle.

Then, as a marketing strategy, social media marketing communication activities can encourage people to share photos and videos, which can help a company's reputation (Salem & Salem, 2019, p. 3) msjacksonjkt brand is more known and competitive. Therefore, a brand is significant from a marketing perspective because it helps achieve a competitive advantage (Beig & Khan, 2018, p. 254). Additionally, digital marketing does not have to refer to internet marketing; it can also refer to developing a strategy for brand promotion (Nofrizal & Delliana, 2021). The problem is that the firm is less engaged in promoting the @msjacksonjkt brand. Its online audience is less widely recognized as it does not often hold coffee events, so the @msjacksonjkt brand equity is not substantial in the target audience's minds. This is because business is becoming more competitive, and consumers can easily switch to competitor brands due to the lack of differentiation between companies.

The following research problems can be formulated based on the above background description: (1) How do activities relate to social media marketing? (2) How is the brand equity of @msjacksonjkt Instagram? (3) Is there an impact on social media marketing activities (case study: @msjacksonjkt Instagram Account)?. The research goals to be studied include: (1) To know the Communication Activities of Social Media Marketing. (2) To find out about the @msjacksonjkt brand equity. (3) To determine the impact of brand equity activities on social media marketing, case study on @msjacksonjkt Instagram Account.

## **Case description**

Social media marketing communication is defined as the process by which businesses generate, communicate, and offer online marketing offers through social media platforms in order to develop and maintain partnerships that add value to stakeholders by facilitating interactions, sharing information with stakeholders, offering customized buying recommendations and wording—creating advocates for already existing products and services (Yadav & Rahman, 2017, p. 1296). Consumer purchasing behavior can be positively influenced through social media marketing activities, defined as commercial marketing events or social media processes to positively influence consumer purchasing behavior (S. C. Chen & Lin, 2019, p. 21). Social media marketing is a process that enables individuals to present their websites, products, and services via online social channels in order to communicate with a larger community and to listen to communities that are inaccessible via traditional advertising channels (Akar & Topcu, 2011, p. 41).

According to (Kim & Ko, 2012, p. 1483), the measuring activities in social media marketing consist of five dimensions: (1) Animations and Entertainment is a byproducts of the social media experience's fun and games (Godey et al., 2016, p. 5834). According to Godey's (2016, p. 5834) study, social media users consume brand-related content for entertainment, relaxation, and hobbies. (1) Instagram's social media platform is enjoyable to use. (2) Instagram msjacksonjkt's content on social media appears to be interesting.

Interaction, Social media interaction is critical for transforming brand-consumer communication (Godey et al., 2016, p. 5834). Godey (2016, p. 5834) discovered that social interaction significantly motivates users to create content with indicators: (1) Instagram social media @msjacksonjkt allows information to be shared with others. (2) It is possible to talk or exchange opinions with others via Instagram msjacksonjkt social media. (3) It is simple to share my thoughts via the msjacksonjkt social media account on Instagram.

Trendsetting, social media is the primary source of breaking news, covers current events, and serves as the primary search channel for products. Social media trends data is classified into four sub-motivations: surveillance, knowledge, pre-purchasing, and inspiration (Godey et al., 2016, p. 5835). First, monitoring is observing and continuously updating current events in the social environment. Second, knowledge refers to brand information. Thus, consumers receive beneficial information that helps them improve their knowledge and empowers them to become experts (experts) on various products and brands. Third, pre-purchase information, i.e., consumers read product reviews or draw conclusions or threads from the community

that commented on the post before making a wise decision to purchase. Finally, it is inspired that consumers follow brands related to the information to obtain new ideas and information on brands that constitute consumer information. Indicator: (1) The content of the msjacksonjkt social media is the most recent information. (2) Instagram @msjacksonjkt social media is very trendy.

Furthermore, the customization is based on how much the company can offer something to meet customer needs (Marinkovic & Kalinic, 2017, p. 141). Indicator: (1) Instagram social media msjacksonjkt offers searches for specific information. (2) Instagram social media @msjacksonjkt offers a personalized service. Word of Mouth (WOM) exchanges information or views on a product or service (Y. Chen et al., 2013, p. 59). Positive word of mouth is the company's most desired outcome, as the delivery of positive-mouth word communication is the most effective form of advertising and promotions. Indicator: (1) Want to share information about the social media brand, product, or service, Instagram msjacksonjkt. (2) I want to upload content to my Instagram account from social media Instagram msjacksonjkt.

Brand equity affects brand knowledge on consumer responses to brand marketing (Singh & Pattanayak, 2016, p. 1230). Seo & Park (2018, p. 37) divide brand equity into brand awareness and image by providing customer-based equity. Generally, the marketing literature categorizes the operationalization of customer brand stocks into two categories (Singh & Pattanayak, 2016, p. 1230), consumer perception (Cobb-Walgren et al., 1995), (Yoo & Donthu, n.d.), brand awareness, brand association, and perceived quality. Additionally, consumer behavior (brand loyalty and willingness to pay high prices). Singh & Pattanayak (2016, p. 1230) claim that customer perception can measure branded equity based on the customer. They say that customer-based brand equity has only a perceptive dimension, not a factor of behavior or attitudes like loyalty or intention. Aaker (Longwell & J., 1994) observes this study in (Singh & Pattanayak, 2016, p. 1230), which suggests that it is vital to include dimensions of behavior and attitudes to measure brand equity. According to Farquhar (1989), brand equity is reflected in consumer behavior changes in purchasing a product (Singh & Pattanayak, 2016, p. 1230).

Godey (Godey et al., 2016, p. 5837) says a Three-dimensional brand equity measurement scale: Dimensions: Brand consciousness with indicator: (1) Always aware of the Instagram msjacksonjkt account. (2) Quickly think of the characteristics of the msjacksonjkt Instagram account. (3) I can quickly remember the Instagram account symbol or logo msjacksonjkt. Dimensions: Fire picture with indicator: (1) msjacksonjkt is a luxury leader; (2) msjacksonjkt has extensive experience in the music and event business; (3) msjacksonjkt is a piece of luxury music and event industry representative; (4) Events & music is enterprise-oriented towards customers. Dimensions: Loyalty Brand with indicator: (1) I would recommend the msjacksonjkt Instagram account to other consumers. (2) I want to recommend my friend msjacksonjkt's Instagram account. (3) Regularly visit the Instagram msjacksonjkt account. (4) Happy with the Instagram msjacksonjkt account for every visit. (5) The Instagram msjacksonjkt account will be at first choice.

In 2010, Kevin Systrom and Mike Krieger launched Instagram, a free iPhone application for sharing photos with friends (Frommer, 2010) (Sloan & Quan-Haase, 2017, p. 574). Instagram, a portfolio of instant camera and telegram wording, has been designed to create a more interconnected world through photos,' by its creators (Sloan

& Quan-Haase, 2017, p. 574). According to Sloan & Quan-Haase (2017, p. 574), Instagram offers its users three specific advantages, apart from connecting people: (1) Improve cell photos' 'mundane' appearance with filters. (2) facilitate the instant sharing of photographs across various platforms. (3) Increase the speed and facility of a photo upload.

## **Methods**

This research employs a positive paradigm. A positive or empirical approach presupposes the existence of objective truths and that the research process used to discover them can be partially value-neutral (West & Turner, 2018, p. 51). Besides, the research method used was a quantitative survey. The type of research is then causal research, which attempts to find a cause-effect relationship, demonstrating that one event changes another (Babin & Zikmund, 2016, p. 57).

The @msjacksonjkt Instagram research population was 15,300 followers. Therefore, the total sample size is 96 followers based on the statistical sample formula from (*Sample Size Calculator by Raosoft, Inc.*, 2021), using an error margin of 10 percent and a confidence level of 95 percent. The research data collection uses preliminary figures as a questionnaire, and the measuring scale uses a 5-point Likert scale (Strongly Agree, Agree, Doubt, Disagree, Strongly Disagree). Secondary information uses journals, libraries, and websites. The questionnaire statement data's validity and reliability are tested for validity and reliability of the questionnaire statement.

Validity is the ability of a building indicator to measure buildings accurately. Validity is the measurement of what the survey questions measure, whereas reliability is the measurement compatibility of a set of indicators (Brudvig, 2015, p. 18). The testing results have a Cronbach alpha value of more than 0.7, indicating the questionnaire's internal consistency and stability, based on the reliability criteria Nunnally and Bernstein (Chen & Lin, 2019. Quantitative statistical analysis. Testing the research hypothesis using a relatively simple mathematical expression is because the research variables consist of just two variables. The data produced by the survey will be processed using the statistical application SPSS.

## **Results and evaluation**

A total of 96 followers were included in this study. Most respondents were male at 56.3% and female at 43.8%, based on the research results. Moreover, most respondents between 31 and 36 years of age were 25 percent. On the other hand, respondents between 25 and 30 years of age are 24%. Besides, the respondents between 37 and 42 years of age are 21.9%. Thus, 16.7% of respondents aged over 42 years and 12.5% of respondents aged 19-24 years—people with 55.2% of their education in graduate. Besides, over a quarter of respondents experienced postgraduate education.

**Table 1.**  
*Respondents characteristics*

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Man	54	56,3
Woman	42	43,8
Total	96	100,0

Then the respondents who finished D3 were 10.4%. Subsequently, respondents whose last education was SMA/SMK were 8.3%. Then most respondents were 51 percent private employees. Then the interviewees whose job status as an entrepreneur was 8.3%. Additionally, respondents with a 12.5% employment status as officials were included. Meanwhile, respondents with a student employee status accounted for 8.3 percent of respondents, while those without an occupational status accounted for 0%. Since respondents became followers of the Instagram @msjacksonjkt account, most respondents responded for more than one year at 32.3 percent. Then the respondents who responded were 28.1 percent between 10 and 12 months. Then, 22.9 percent of respondents who responded between 7 and 9 months were. Besides, 12.5% of respondents replied between 4 - and six months, and 4.2% of respondents between 1 - and three months.

The frequency of respondents who access the Instagram account @msjacksonjkt is the following: most respondents reply 2-4 times a month with 30.2 percent. Besides, 27.1 percent of respondents responded only once a week. Then respondents who replied only once a month were 22.9%. Then there was 19.8 percent of respondents responded 2-4 times a week.

Based on research, it can be explained as follows. Namely, the respondents' evaluation of social media communication activities has achieved a total of 4.11 based on the Likert scale interval guidelines between 3.40 and 4.20, including the category of agreement or other social media marketing activities. Furthermore, the brand equity of the @msjacksonjkt Instagram has achieved a total of 4,12, based on the Likert interval scale guidelines for a range ranging from 3,40 to 4,20, including the agreement with category or, in other words, the brand equity of the @msjacksonjkt Instagram has been good.

### **Regression results**

Some preconditions must be satisfied before testing the hypothesis using a simple linear regression formula, namely that data should generally be distributed. The normality check uses the Formula Kolmogorov-Smirnov. Referring Sig was obtained for the research data normality test results for social media marketing activities based on the Kolmogorov-Smirnov formula. Sig's value was obtained from 0.125 and @msjacksonjkt Instagram brand equity. 0.077. Because of the Sig. Sig, 0.125. Sig. 0.076 is more than 0.05, so the data is usually distributed.

Based on the data, hypothesis testing results for the impact on the @msjacksonjkt Instagram brand equity of social media marketing communicated receive count values of 10.093 and Sig. Because the result of counting is 10.093>t table (1.986) and is larger than the t table (2.629), it means that social media marketing

activities have a significant impact on the @msjacksonjkt Instagram brand share. The hypothesis (Ha) is therefore accepted and endorsed.

The extent to which social media marketing activities influence the @msjacksonjkt Instagram brand stock obtained a standardized 0.721 beta coefficient based on the interpretation of the correlation coefficient between 0.61 - 0.80, including the decisive category of influence.

**Table 2.**

*Regression results*

Model	$\beta$	SE	t	Sig.
Constant	14.597	3.468	4.209	.000
Communication	.770	.076	10.093	.000
R	.721			
R Square	.520			

The share of the @msjacksonjkt Instagram brand equity, influenced by social media marketing activities, shows that R square results are either 0,520 or 52%, and other unknown factors such as informativeness, personalization, risk perceived are the remaining 48 percent. Regression results (Table 2) also show that the effect of social media marketing activities is significantly positive to brand equity ( $\beta = 0.770$ , p-value <0.05); hence, the hypothesis is supported.

**Evaluation**

The calculation of the respondent’s social media marketing communications activities’ average recapitulation can be seen as the average total is 4.11, which is in the category of agreements. In other words, social media marketing communications activities are going well. The results of this study are in line with the theoretical explanation of social media marketing (SMM), which creates, communicates, and provides online marketing opportunities through social networking platforms for establishing and maintaining good relationships with stakeholder value through interactions, information sharing, and personalized purchasing (Yadav & Rahman, 2017, p. 1296). Social media communication is carried out via various social networking sites that connect different users with the same background and interests.

The research shows that social media marketing works well because respondents like to follow Instagram’s social media account msjacksonjkt. Information is given on his Instagram account on the activities to take place and also features artists who have appeared at cafe @msjacksonjkt online audiences see the content displayed in the Instagram @msjacksonjkt account to be attractive so that they share content information with friends, who are often present at the @msjacksonjkt café. This is because followers can comment on the content they post by giving opinions or asking questions that make online public good ratings on the msjacksonjkt Instagram account. The content on Instagram @msjacksonjkt is the latest so that the most recent information can be obtained from online audiences. Moreover, it can be said that being a social media follower of Instagram @msjacksonjkt is trendy as online audiences are entertained live with renowned artists that will perform at cafe @msjacksonjkt The Instagram msjacksonjkt account offers services tailored to the needs of a young

audience, such as presenting heating artists, singing songs popular with many and providing other drinks menus. When online audiences visit the café msjacksonjkt, they can be immortalized through photographs and provided with information about their location within the café msjacksonjkt.

The results of a recapitulation of the median value can be seen in the @msjacksonjkt Instagram brand equity. The overall mean is 4.12, including the category of the agreement or brand equity good category. This study's results align with the theoretical explanation that brand equity is defined as brand-consumer knowledge (Singh & Pattanayak, 2016, p. 1230). In the meantime, according to Farquhar (1989) (Singh & Pattanayak, 2016, p. 1230), the changes in consumer attitudes in purchasing a product reflect brand equity. Brand equity is a combination of assets and responsibilities associated with a brand name or symbol name that adds or reduces the value of a company or customer product, Aaker (1991), in (Haxhialushi & Panajoti, 2018, p. 108). According to Keller (1993), 'customer-based brand equity in (Seo & Park, 2018, p. 37), (Godey et al., 2016, p. 5837). brand loyalty as proposed by Aaker (1992) (Sharma, 2017, p. 171).

It is known from the scientific findings that the brand equity of @msjacksonjkt Instagram is in the correct category. This means that online audiences know the social media account msjacksonjkt Instagram because the audience will follow. Online audiences quickly also remembered the features of the Instagram msjacksonjkt account when they were asked to mention them, such as the logo of Instagram msjacksonjkt. The online audience also recognized that the café @msjacksonjkt is a café run by a leading luxury company, as demonstrated by artists who come to sing at the café msjacksonjkt. The company managing a café called @msjacksonjkt has extensive experience in the event & music industry, so the presenting artists should make their customers feel happy and satisfied. Online audiences recommend the Instagram msjacksonjkt account to close friends, who frequently come to the café to learn about events and music. On Instagram, the account msjacksonjkt is used to provide live music events, and this is the most famous account people use to find out about events.

The partial test (significance t-test) results demonstrate that social media marketing activities significantly impact @msjacksonjkt Instagram's brand stock, with the acquisition of the influence level ( $\beta$ ) of 0.721\*\* including the strong categories of influence. Moreover, the results of the assessment coefficient (R square). In line with previous research (Kim & Ko, 2012), According to the findings of this study, social media marketing activities have a sizable impact on brand equity. The same is true in research (Seo & Park, 2018), which asserts that social media marketing significantly affects brand equity (brand awareness and brand image). Additionally, previous research indicates (Godey et al., 2016), Social media marketing activities impacted brand equity positively and significantly.

The research findings indicate that social media marketing activities significantly impact the brand shares on Instagram @msjacksonjkt, with solid influence categories. The more social media marketing activities there are, the more brand equity @msjacksonjkt Instagram will have. Factors that can help build brand equity include entertainment for social media marketing activities. Online audiences use social media to unwind and entertain themselves. Besides, the content on Instagram's msjacksonjkt accounts displays music from singers and other content so that Instagram's social media presence can relax when the online public is bored or fatigued. Courtois et al.



(2009) said relaxation and fatigue release (escapism) was the cause of entertainment and encouraged social media content viewing. Entertainment functions include pleasure and relaxation. The escape function allows escaping everyday concerns and social functions, reflecting social interactions through the media (Courtois et al., 2009, p. 114). From a hedonic perspective, media users want to enjoy themselves and get something unique, and whoever has a pleasant experience? (Godey et al., 2016, p. 5834). Social Media users use brand-related content (Muntinga et al., 2011) for fun, relaxation, and entertainment.

The adaptive factor is to what extent services are adapted to meet individual preferences (Godey et al., 2016, p. 5835). For example, research shows that social media Instagram @msjacksonjkt offers specific searches for information, like online audiences who can search for the desired content. In addition, the Instagram social media @msjacksonjkt offers customized solutions, such as displaying video content from renowned artists and displaying drinks adapted to consumers' tastes. By personalizing an Instagram account, brands can be individually tailored and expressed to build affinity with the brand and enhance brand loyalty (Godey et al., 2016, p. 5835).

The interaction factor (interaction) shows in his research that social media Instagram @msjacksonjkt permits online audiences to share information with others when a music event takes place to know about it and are interested in visiting the café. Even on Instagram's social media, msjacksonjkt fellow followers can talk about posted content and share comments.

Social interaction can be defined as the process by which each user contributes to a brand by utilizing social media platforms to influence how others think, interact, and communicate. Godey et al. (2016, p. 5834) discovered that social interaction significantly motivates users to create content. In addition, social media platforms enable consumers to converse and exchange ideas. Social media Instagram presents something trendy so that online audiences want to see the content. The content on Instagram social media @msjacksonjkt is current and very trendy. Social media provides up-to-date news and discussion on trending topics, and it also serves as an effective channel for product discovery (Godey et al., 2016, p. 5835).

The mouth factor word. Mouth-to-Mouth communication is generally defined as oral/oral communication where communication is carried out between individuals, i.e., a communicator provides non-commercial information relating to brands, products, or services and is accepted by the communicant (Lam & Mizerski, 2005, p. 217). Social media is an ideal platform for electronic word-of-mouth marketing because it enables consumers to quickly generate and distribute brand-related information to their friends, colleagues, and acquaintances (Kim & Ko, 2012).

## **Implications**

The object of this research is the Instagram account 'msjacksonjkt.' The reason for the interest in researching the Instagram account 'msjacksonjkt' is because the social media 'msjacksonjkt' is highly expected by young people who like live music and events. The music groups performed at the cafe come from well-known and familiar artists, so young people are interested in coming and enjoying live music. The music events' segments include the upper middle-class segment, with the target audience being businessmen, young people who like music, and expatriates. The 'msjacksonjkt' brand is already well known among young people who like the metropolitan lifestyle

like the city of Jakarta. Therefore it is essential to improve the 'msjacksonjkt' brand name so that it is more widely known and can compete competitively.

Following the research findings, it is advisable for the admin managing Instagram 'msjacksonjkt' to post music program content. That will be held in the future by featuring even more interesting guest stars so that this makes followers interested in sharing information with music show fans. The Instagram manager admin 'msjacksonjkt' provides more specific and unique keywords to make it easier for followers to quickly find the content they want. The managing admin of Instagram 'msjacksonjkt' has a unique logo from 'msjacksonjkt' as a unique characteristic so followers can easily remember it. Instagram managing admin 'msjacksonjkt' creates more interesting content using language that is easier to understand because the content is in English, so possible that followers need help understanding English in depth.

## Conclusion

Based on the research and discussion findings, the study conclusions are as follows the result of the calculation of the mean recapitulation of the independent variable is an assessment of social media marketing activities, including the category of acceptance or communications. This means that followers give msjacksonjkt a good rating for social media marketing because the content is entertaining, followers can interact directly in the comments column, the content looks trendy, and Instagram provides the following service enthusiast needs: supporters want to do word of mouth. It is well known that @msjacksonjkt's Instagram brand equity is in the category agreed or brand equity is in the excellent category following the calculation of the medium recapitulation of the dependency variable. This means that followers are aware of the Instagram account @msjacksonjkt and have a favorable impression of @msjacksonjkt, as the company has experience bringing together famous artists from other countries.

## Limitations and future study

This study is a case study in nature, so the results of this study cannot describe social media marketing activities on accounts or other marketers. Future studies can expand the study area to various social media accounts and platforms to obtain more perspectives.

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