

Impact of social media marketing activity on brand loyalty

Wahyu Yunanto¹, Maria Apsari Sugiat², Maya Ariyanti³

Telkom University, Bandung, West Java, Indonesia^{1,2,3}

wahyuyunanto.nusantara@gmail.com



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Abstract

Purpose: This study examines the effectiveness of Social Media Marketing Activities (SMMA) in enhancing brand loyalty at PT. Mumpuni Inti Mandiri. It evaluates customer perceptions of SMMA, self-brand connection, brand equity, brand trust, and their influence on brand loyalty.

Method: A quantitative positivist approach was applied. Data were gathered through online surveys targeting PT customers. Mumpuni Inti Mandiri. Structural equation Modelling (SEM) using Partial Least Squares (PLS) via SmartPLS 3.2.6 was employed to analyze the data. Validity and reliability tests ensured the accuracy of the instruments. The hypotheses were tested using one-tailed T-statistics.

Results: The results show that Customer perceptions of SMMA, self-brand connection, brand equity, brand trust, and brand loyalty were in the high category. SMMA significantly influences self-brand connection, brand equity, and brand trust. Moreover, brand loyalty is affected both directly and indirectly by these mediators. This implies that PT. Mumpuni Inti Mandiri's social media strategies are effective in fostering emotional connection, consumer trust, and long-term loyalty.

Conclusions: SMMA plays a vital role in building brand loyalty by enhancing brand-related psychological factors. Integrated social media marketing efforts have proven to be valuable in creating strong brand-consumer relationships.

Limitations: The study's scope was limited to one company and used self-reported survey data, which may affect generalizability.

Contribution and Novelty: This study introduces an integrated model that connects SMMA with brand loyalty through emotional and cognitive pathways, offering insights into effective digital branding strategies in emerging markets.

Keywords: SMMA; Self-Brand Connection; Brand Equity; Brand Trust; Brand Loyalty

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1. Introduction

In today's digital era, billions of people across the globe are easily connected in real time through various platforms. Social media platforms such as Instagram, Facebook, LinkedIn, websites, and YouTube have revolutionized the way people seek information and make purchases. Traditional methods are increasingly seen as outdated, giving rise to new forms of social interaction and economic behavior. As a result, social media has evolved into a crucial part of modern marketing strategies, not only enabling direct engagement between companies and customers, but also serving as an internal communication tool within organizations. Recent studies have underscored the profound impact of social media marketing on consumer behavior. For instance, Kothari et al. (2025) found that the credibility and authenticity of social media advertisements significantly influence consumer purchase intentions, highlighting the importance of trust in digital marketing strategies. Aziz et al. (2025) demonstrated that

the integration of social media into internal communication processes enhances employee engagement and facilitates better communication across departments, thereby improving organizational transparency and collaboration.

Information and Communication Technology (ICT) has significantly influenced various industries, including the mining sector, both in Indonesia and globally. One notable impact is the ability to conduct training and education online, alongside the evolution of marketing practices into digital-based strategies. Among these, Social Media Marketing Activities (SMMA) have emerged as an effective tool for promoting products and services, including those in the mining and mining-supporting industries. For instance, the Minerals Council of Australia's (2022) report highlights how digital innovations, including social media marketing, enhance operational efficiency and stakeholder engagement within the mining industry.

The importance of SMMA has been highlighted by the global acceptance of social media as a strategic marketing instrument (Hafez, 2021). Companies across industries are leveraging social media to advertise and manage customers and to promote corporate activities. Research shows that social media advertising is 55% more effective than conventional advertising (Seo & Park, 2018), with 91.9% of companies with more than 100 employees using social media as part of their marketing strategies (Chaffey, 2022).

Social media is defined as an online application or platform that facilitates interaction, collaboration, and content sharing (Richter & Koch, 2007). Academic and empirical discourse on social media began in earnest after the term was introduced at the BlogOn Conference in June 2004 by Chris Shipley, founder of the Guidewire Group. Since then, social media has evolved into a multifaceted communication and marketing tool that has been widely adopted across industries for both personal and professional purposes. Its integration into business strategy has enabled brands to build communities, foster engagement, and gather real-time consumer insights that shape decision-making.

SMMA is described as marketing practices conducted via social media platforms and initiated by brands to influence consumer behavior (Ramadhan and Rusmaningsih, 2023). These activities allow for consumer engagement across all stages of the buying journey, from awareness to post-purchase. Researchers have emphasized the role of online brand communities in maintaining consumer-brand relationships (Ivanka et al., 2023). Furthermore, SMMA promotes both business-to-customer (B2C) and customer-to-customer (C2C) interactions, establishing its role as a vital tool in customer relationship management (Abdullah and Ruswanti, 2022; Abdullah and Faisal, 2023).

At PT. Mumpuni Inti Mandiri, the use of social media platforms—including Website, Facebook, LinkedIn, Instagram, and YouTube—has become essential to bridge the gap between the brand and its consumers. Through strategic SMMA implementation, the company aims to foster familiarity, trust, and emotional connections with its audience. Testimonials shared via Instagram Reels, YouTube, and company websites serve to enhance this engagement.

Therefore, this study is essential to evaluate how SMMA impacts brand loyalty in PT. Mumpuni Inti Mandiri by analyzing consumer perceptions of brand equity, brand trust, and self-brand connection. Grounded in relationship marketing theory and digital consumer behavior, this study builds upon prior studies that emphasize the psychological and emotional pathways that connect digital marketing to consumer loyalty. Self-brand connection, brand equity, and brand trust are employed as mediating variables in this study because they represent key psychological and perceptual mechanisms that explain how consumers internalize and respond to marketing stimuli such as Social Media Marketing Activities (SMMA). Self-brand connection reflects the emotional and identity-based attachment between consumers and brands, and has been shown to significantly influence brand loyalty (Kumar et al., 2025). Brand equity, which encompasses perceived quality, brand associations, and loyalty, serves as a comprehensive indicator of how consumers value a brand, thereby mediating the impact of marketing efforts on long-term loyalty (Linh et al., 2023). Meanwhile, brand trust represents the consumer's belief

in a brand's reliability and integrity—an essential precursor to loyalty in an environment where digital interactions dominate (Ghorbani et al., 2023). Including these variables as mediators allows for a deeper understanding of the indirect pathways through which SMMA enhances brand loyalty, offering insights into both emotional and cognitive consumer-brand dynamics.

2. Literature review

2.1. Social Media Marketing Activities (SMMA)

Social Media Marketing Activities (SMMA) refer to a set of strategic actions carried out by companies through social media platforms to achieve specific marketing objectives. These activities include content creation, consumer engagement, and the use of analytics to evaluate the effectiveness of marketing campaigns (Ramadhan & Rusmaningsih, 2023). The growing relevance of SMMA lies in its ability to reshape traditional marketing approaches by offering real-time, interactive, and measurable consumer-brand interactions.

Numerous studies have demonstrated that SMMA significantly influences various marketing outcomes, such as brand awareness, purchase intention, and consumer loyalty. For example, Ramadhan and Rusmaningsih (2023) found that viral marketing and SMMA on Instagram can influence consumer purchase decisions. Similarly, Ivanka et al. (2023) emphasized that enhanced brand engagement and consumer attachment fostered through SMMA can positively affect purchase intentions. Linh et al. (2023) highlighted the role of social media marketing in the fashion industry, showing that brand loyalty can be strengthened through the mediating effect of brand image. These findings underline the importance of emotional connections and relationship-building between consumers and brands, which are fostered through well-executed SMMA strategies. Companies that implement SMMA effectively are better positioned to increase brand awareness, deliver enriched customer experiences, and cultivate long-term brand loyalty. The use of SMMA is no longer optional but essential in modern marketing practices, as it directly contributes to improved business performance, customer retention, and sustainable brand growth.

2.2. Self-Brand Connection

Self-brand connection refers to the degree to which individuals incorporate a brand into their self-concept. This reflects the psychological and emotional bond formed when consumers perceive a brand as a representation or extension of their personal identity (Ramadhan and Rusmaningsih, 2023). This concept highlights the importance of aligning brand values with consumers' sense of self, thereby fostering deeper emotional attachment. Consumers are more likely to develop strong connections with brands that mirror their self-image, values, and aspirations. Such emotional alignment not only enhances the perceived relevance of the brand but also contributes significantly to brand loyalty and purchase intention. When a brand successfully resonates with a consumer's identity, it moves beyond functional values and becomes a symbol of personal meaning and expression.

2.3. Brand Equity

Brand equity refers to the added value attributed to products and services because of consumers' positive perceptions of the brand. It encompasses key elements such as brand awareness, brand loyalty, perceived quality, and strong brand associations. High brand equity provides companies with a significant competitive advantage, including the ability to command premium pricing, foster greater customer loyalty, and facilitate the successful introduction of new products. When consumers have favorable attitudes and strong emotional connections toward a brand, it enhances overall brand performance and long-term sustainability in the market (Ramadhan & Rusmaningsih, 2023). Previous studies have demonstrated that Social Media Marketing Activities (SMMA) play a critical role in building and enhancing brand equity. For instance, Ramadhan and Rusmaningsih (2023) found that viral marketing and social media promotion on Instagram significantly influence purchase decisions and contribute to the development of brand equity. Similarly, Ivanka et al. (2023) highlighted that increased brand engagement and consumer attachment through SMMA positively affects purchase intention and brand loyalty. In addition, Almestarihi and Al-Gasawneh (2022) confirmed that social media marketing has a significant impact on brand equity by strengthening brand awareness, perceived

quality, and brand associations. These findings collectively underscore the strategic importance of SMMA in shaping favorable consumer perceptions and enhancing the overall value of a brand.

2.4. Brand Trust

Brand trust refers to the confidence consumers have in a brand, encompassing the belief that the brand is reliable, maintains its promises, and acts with its integrity. Trust plays a crucial role in shaping consumer behavior, as it influences purchase decisions and fosters long-term brand loyalty (Ramadhan and Rusmaningsih, 2022). When consumers trust a brand, they are more likely to engage in repeat purchases and recommend it to others. Moreover, brand trust reduces perceived risk and uncertainty, particularly in digital environments where face-to-face interactions are limited. Therefore, building and maintaining brand trust is essential for companies aiming to sustain competitive advantage and customer retention in a highly dynamic marketplace.

2.5. Brand Loyalty

Brand loyalty is a critical concept in marketing strategy, representing a consumer's consistent commitment to repurchase a brand's products or services over time, despite external influences or competitors' efforts. It is characterized by both behavioral and attitudinal dimensions, where behavioral loyalty refers to repeat purchases, and attitudinal loyalty reflects a positive emotional attachment toward the brand (Ramadhan and Rusmaningsih, 2023). Several factors contribute to brand loyalty, including product quality, brand reputation, customer satisfaction, and after-sales services. Ivanka et al. (2023) identified four key dimensions: cognitive loyalty (knowledge and evaluation), affective loyalty (emotional connection), conative loyalty (intent to repurchase), and behavioral loyalty (actual repeat purchase). These dimensions offer a more comprehensive understanding of how brand loyalty influences consumer behavior.

Recent studies have emphasized that brand loyalty is a multidimensional and dynamic construct shaped by both individual experience and strategic brand efforts. Kumar et al. (2024) proposed a theoretical framework integrating marketing and consumer psychology, arguing that loyalty must be assessed using diverse variables beyond purchase frequency. Other scholars, such as Lita and Meuthia (2023) and Ramadhani and Ruswanti (2023), highlight the roles of consumer satisfaction, brand image, and brand reputation in shaping loyalty. Furthermore, empirical findings from Ghorbani et al. (2023) and Pratama et al. (2023) support that effective marketing communication and strong consumer-brand relationships are essential in reinforcing loyalty. As such, brand loyalty requires a holistic and multivariable approach for accurate measurement and strategic enhancement.

Based on the previous explanation, the reciprocal effects and relationships among SMMA, self-brand connection, brand equity, brand trust, and brand loyalty using both symmetrical and asymmetrical modelling approaches. The theories and empirical findings from prior research serve as a strong foundation for this study. The primary objective of this research is to examine the influence of SMMA—specifically its sub-variables entertainment, interaction, trendiness, customization, and word of mouth—on brand loyalty, with the mediating roles of self-brand connection, brand equity, and brand trust. The proposed model is constructed by identifying relevant variables, developing hypotheses grounded in established theories, collecting and analyzing data using structural and nonlinear modelling techniques, and interpreting the results to understand the relationships among the variables. This framework helps clarify how various dimensions of SMMA affect brand loyalty and how mediators such as self-brand connection, brand equity, and brand trust contribute to this effect. Figure 1 provides a visual representation of the conceptual framework of the study.

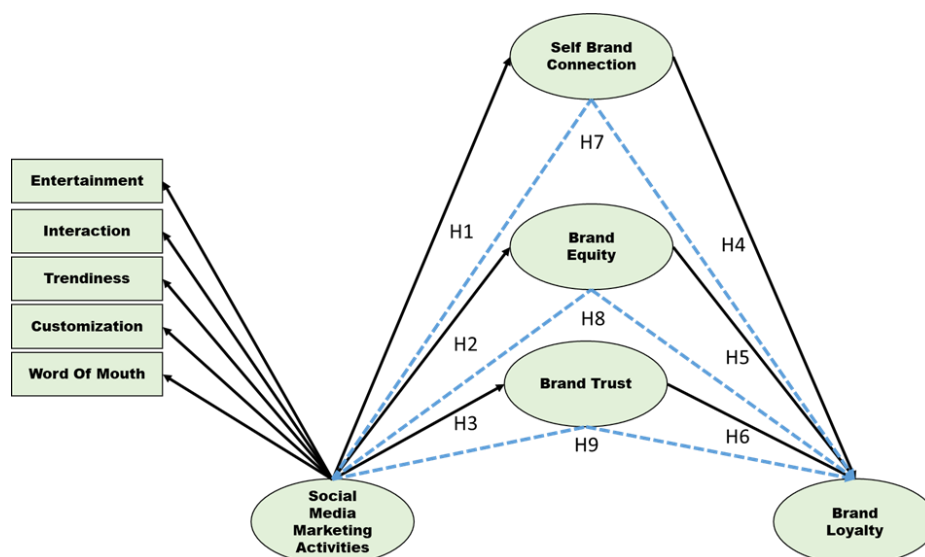


Figure 1. Conceptual Framework
Source: Adapted from Ali et al. (2023)

2.6. Theoretical Framework

In the context of this study, which investigates the influence of SMMA on brand loyalty through mediating variables, such as self-brand connection, brand equity, and brand trust, the most appropriate theoretical framework is relationship marketing theory. This theory emphasizes the importance of building long-term, mutually beneficial relationships between firms and their customers, focusing on customer retention and satisfaction rather than solely on transactions. Relationship marketing theory posits that effective relationship-building strategies, such as trust, emotional connection, and perceived brand value, enhance customer loyalty and advocacy over time (Qazi et al., 2019). In this study, SMMA is conceptualized as a relationship-building tool that fosters deeper engagement and interaction between brands and consumers. The mediating constructs—self-brand connection, brand equity, and brand trust—align with the core components of relationship marketing, where the emotional and cognitive bonds between consumers and brands influence long-term behavioral outcomes, particularly brand loyalty.

Relationship marketing theory offers a superior theoretical foundation for understanding brand loyalty because of its emphasis on long-term value-driven customer relationships rather than short-term transactions (Sohail et al., 2020). Unlike traditional marketing theories that prioritize customer acquisition, relationship marketing theory focuses on customer retention, satisfaction, trust, and emotional bonds, all of which are essential components of brand loyalty (Ha, 1998). Relationship marketing theory posits that strong relational ties between consumers and brands foster repeat purchasing behavior and advocacy, making loyalty a natural outcome of sustained relationship-building efforts (Ebrahim, 2019). This theory is particularly relevant in today's business environment, where ongoing engagement through platforms such as social media strengthens brand-consumer connections. Relationship marketing theory also integrates emotional and psychological dimensions, such as trust and personal relevance, which are critical for loyalty in saturated and competitive markets (Sohail et al., 2020). Its holistic approach allows businesses to build loyalty not only through product quality but also through consistent communication, value alignment, and mutual respect. As a result, relationship marketing theory has become a dominant framework in both academic research and marketing practice when analyzing brand loyalty dynamics in modern business contexts.

2.6. Empirical Review

Kumar et al. (2025) explore the comparative impact of brand-directed and influencer-directed social media marketing on customer engagement and purchase behavior. Using empirical data and advanced statistical analysis, the findings reveal that influencer-directed marketing exerts a stronger and more

significant influence on both customer engagement and purchase intention than marketing initiated directly by brands. The results indicate that consumers tend to respond more positively to promotional content delivered by trusted influencers due to perceived authenticity and relatability, ultimately enhancing their emotional connection with the brand and increasing their likelihood of making a purchase. This study emphasizes the growing effectiveness of influencer partnerships as a strategic tool in digital marketing.

Ali et al. (2024) investigates the relationships between Social Media Marketing Activities (SMMA), self-brand connection, brand equity, brand trust, and brand loyalty. Utilizing data from 402 respondents collected via Amazon Mechanical Turk, the analysis was conducted using partial least squares structural equation Modelling (PLS-SEM) and Fuzzy-set Qualitative Comparative Analysis (fsQCA). The results reveal that SMMA significantly and positively influences self-brand connection, brand equity, and brand trust, which in turn enhances brand loyalty. This study underscores the importance of employing both symmetrical and asymmetrical analytical approaches to comprehensively understand the dynamics between social media marketing activities and brand loyalty.

Kumar et al. (2024) delves into how social media influencers (SMIs) affect consumer behavior and brand loyalty. Utilizing a mixed-methods approach, this study combines surveys and in-depth interviews with consumers actively engaging with influencers on platforms such as Instagram and YouTube. The research identifies that the perceived relevance of influencer content significantly influences consumer behavior and brand loyalty. Additionally, demographic factors (such as age, gender, income, and education) and psychographic factors (such as lifestyle choices, values, and personality traits) moderate these effects. This study also compares the effectiveness of macro-influencers and micro-influencers, offering insights for marketers on leveraging SMIs to enhance consumer engagement and brand loyalty in the digital era. This study found that the perceived relevance and authenticity of influencer content significantly shapes consumer behavior and fosters brand loyalty, with micro-influencers being more effective in building trust and emotional engagement than macro-influencers. Demographic and psychographic factors moderate the impact of influencer marketing, highlighting the importance of tailored strategies for different audience segments.

Lita and Meuthia (2023) investigates how social media marketing (SMM) influences consumer trust and purchase intentions in the context of local food restaurants in West Sumatra, Indonesia. Utilizing a quantitative research approach, the study collected data from 210 respondents through online questionnaires and analyzed the data using structural equation Modelling (SEM) via SmartPLS 3.0. The study found that Social Media Marketing (SMM) has a significant positive impact on consumer trust in local food restaurants. In turn, consumer trust significantly influences purchase intention, indicating that higher trust levels lead to stronger buying intentions. Moreover, consumer trust partially mediates the relationship between SMM and purchase intention, showing both the direct and indirect effects of SMM.

Adrianto et al. (2023) examine how interface quality, application incentives, and security/privacy influence e-loyalty in online marketplaces, mediated by flow experience. Utilizing data from 305 respondents and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM), the findings reveal that interface quality and flow experience directly enhance e-loyalty, while interface quality and security/privacy indirectly affect flow experience. Conversely, application incentives do not significantly impact e-loyalty, either directly or indirectly, through flow experience. These results underscore the importance of optimizing interface quality and ensuring security/privacy to foster a seamless user experience and build long-term customer loyalty in digital marketplaces.

Haudia et al. (2022) examine the impact of social media marketing activities on brand trust, brand equity, and brand loyalty. Using Structural Equation Modeling (SEM) and survey data from 450 respondents, the study found that social media marketing activities have a significant and positive effect on all three variables. Specifically, effective social media marketing enhances consumer trust in a brand, strengthens brand equity through perceived value and associations, and fosters brand loyalty by

encouraging repeat engagement and emotional attachment. These findings highlight the strategic importance of leveraging social media platforms to build long-term consumer-brand relationships.

Pinto and Paramita (2021) describes the influence of social media influencers on brand loyalty among Generation Z, with purchase intention serving as a mediating variable. Conducted with 200 Indonesian Instagram users using purposive sampling, this research employs path analysis and the Sobel test to assess the relationships between variables. The findings reveal that social media influencers significantly impact Generation Z's brand loyalty, and this relationship is partially mediated by purchase intention. This study underscores the importance of marketers selecting credible influencers to effectively enhance purchase intentions and foster brand loyalty within this demographic.

3. Research methodology

This study employed a quantitative research design rooted in the positivist paradigm defined by Sugiyono (2020), which is suitable for examining specific populations or samples to test predefined hypotheses. Data were collected using structured online questionnaires distributed to customers engaged in the company's social media marketing activities. The instrument was designed using Likert-scale items and aimed to assess the relationships between variables within a complex model. The population in this study comprises customers who are actively involved in PT. Mumpuni Inti Mandiri's social media marketing activities. Data analysis employed the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method, a multivariate technique appropriate for analyzing complex relationships among latent variables and suitable for exploratory research involving multiple mediating paths. SmartPLS version 3.2.6 was used to conduct the analysis, as it offers comprehensive features for testing both measurement and structural models and provides detailed statistical outputs to support the interpretation of results.

4. Results and discussions

The data for this study were collected through an online survey distributed via Google Forms. A total of 403 valid responses were obtained from individuals who had previously participated in PT training or educational programs. Mumpuni Inti Mandiri and had engaged with the company's social media campaigns. The demographic profile of the respondents revealed that the majority were aged between 40 and 49, accounting for 42% of the sample. In terms of gender, 90% of the respondents were male, while only 10% were female. Furthermore, the educational background of the participants showed that most held a bachelor's degree (63%), followed by a master's degree (9 %). These results indicate that PT. Mumpuni Inti Mandiri's customer base is predominantly composed of highly educated individuals, particularly professionals within a mature age group. This demographic insight provides a strong foundation for understanding the perceptions and behaviors of a knowledgeable audience toward a company's social media marketing efforts.

4.1. Descriptive Analysis Result

The descriptive statistical analysis of this study revealed high levels of agreement across all measured variables—SMMA, self-brand connection, brand equity, brand trust, and brand loyalty—indicating that consumers engaged in PT Mumpuni Inti Mandiri's social media campaigns generally held positive perceptions of the company's digital marketing efforts. The overall approval score for the SMMA variable reached 81%, with the customization dimension showing the highest individual contribution at 84%, particularly regarding the perception that "PT Mumpuni Inti Mandiri's social media provides appropriate services." This suggests that the personalized nature of a company's social media marketing enhances brand perception and consumer engagement. Moreover, the word-of-mouth indicator, reflecting consumers' willingness to share company content on their personal social media, received a slightly lower agreement score of 76%, indicating room for improvement. These findings align with Ali et al. (2024), who emphasized that creative strategies in social media marketing can significantly enhance consumer engagement and brand awareness.

The self-brand connection variable has an approval rating of 77%, reflecting a strong emotional and identity-based connection between consumers and the brand. The most notable indicator, scoring 80%, revealed that consumers feel the company's content aligns well with their personal identity, although one item - "PT Mumpuni Inti Mandiri's content reflects who I am"—scored slightly lower at 75%, suggesting further refinement may be beneficial. These results support those of Pinto and Paramita (2023), who demonstrated that emotional attachment to a brand significantly influences consumer involvement and brand loyalty, particularly among digitally active segments.

For the brand equity variable, the agreement level reached 78%, which still falls within the strong category. Respondents indicated a preference for PT Mumpuni Inti Mandiri's offerings over competitors, even when comparable alternatives existed, with this particular indicator scoring 78%. However, the statement "If other brands are equally good, I still prefer PT Mumpuni Inti Mandiri" showed slightly lower agreement, indicating a potential challenge in maintaining brand superiority when consumers are exposed to strong competitors. This finding is supported by Almestarihi and Al-Gasawneh (2022), who argued that consumers consider not only functional benefits but also emotional and psychological factors, such as past experiences and brand reputation, when choosing a brand.

In terms of brand trust, the respondents reported an overall agreement level of 80%, indicating confidence in the brand's credibility, reliability, and integrity as communicated through social media. The highest indicator was trust in social media advertisements (81%), while the item regarding the brand's commitment to customer satisfaction scored 79%, suggesting that consistency and follow-through remain crucial. These findings resonate with those of Ivanka et al. (2023), who highlighted that a brand's ability to fulfill promises consistently and ethically builds lasting trust and consumer commitment.

Lastly, brand loyalty received a favorable agreement score of 77%, showing that consumers are likely to continue purchasing PT Mumpuni Inti Mandiri and recommending it to others. The highest-rated indicator, PT Mumpuni Inti Mandiri is my first choice for this product/service category, " scored 79%, reflecting a high degree of brand preference. However, the self-declared loyalty indicator scored slightly lower (75%), indicating that emotional and behavioral loyalty could still be strengthened. These results are consistent with Ramadhan and Rusmaningsih (2023), who describe brand loyalty as a consistent preference for a particular brand over others in the same product category, grounded in both attitude and repeat behavior.

The findings from the descriptive statistical analysis confirm Hypothesis 1 (H1) of this study, which proposes that consumers hold positive perceptions of the variables SMMA, self-brand connection, brand equity, brand trust, and brand loyalty at PT. Mumpuni Inti Mandiri. The results show that the overall level of agreement for SMMA reached 81%, indicating that consumers perceive the company's social media marketing strategies as effective in attracting attention, delivering information, and fostering meaningful engagement. The self-brand connection variable scored 77%, reflecting a strong emotional and identity-based bond between consumers and the brand. Likewise, brand equity and brand trust received approval ratings of 78% and 80%, respectively, demonstrating favorable perceptions regarding product quality, brand associations, and brand credibility. Finally, brand loyalty recorded a score of 77%, signifying consumers' intentions to repurchase and recommend a brand. These findings support H1 and demonstrate the digital marketing efforts of PT. Mumpuni Inti Mandiri are perceived positively by its consumers, thereby reinforcing their emotional, cognitive, and behavioral engagement with the brand.

4.2. Direct Effect Result

Direct effect analysis was used to evaluate the immediate impact of an independent variable on a dependent variable, without the involvement of any mediating factors. This analysis relies on path coefficient values and significance testing to assess the causal relationship between variables as well as to determine the strength and direction of the effect. Hypothesis testing for direct effects is conducted

using a two-tailed approach with a 5% margin of error, establishing a critical value threshold of 1.96 for significance. The results of the direct effect in this study are shown in Table 1.

Table 1. Results of Direct Effect and Hypothesis Testing

Variabel	Original Sample (O)	T Statistics (O/STDEV)	P Values
<i>Brand Equity -> Brand Loyalty</i>	0.579	10.661	0.000
<i>Brand Trust -> Brand Loyalty</i>	0.177	3.794	0.000
<i>Self-Brand Connection. -> Brand Loyalty</i>	0.211	4.729	0.000
<i>SMMA -> Brand Equity</i>	0.687	16.492	0.000
<i>SMMA -> Brand Trust</i>	0.719	17.294	0.000
<i>SMMA -> Self-brand Connection</i>	0.769	28.484	0.000

Source: Result Ouput from SmartPLS 3.2.6 (2025)

Therefore, the results of the direct effects are explained as follows:

H₂ SMMA has a significant effect on self-brand connection

This hypothesis was tested, and the result, as shown in Table 1, indicates that the direct effect of SMMA on self-brand connection yielded a path coefficient of 0.769 and a t-statistic of 28.484, which exceeds the critical threshold of 1.96, with a p-value of 0.000. This result indicates a statistically significant effect of SMMA on self-brand connection among consumers of PT Mumpuni Inti Mandiri, thereby supporting Hypothesis 1 (H2). This study is consistent with the findings of Haudia et al. (2022), who revealed that social media marketing activities have a significant impact on self-brand connection. Similarly, Ali et al. (2023) found that the more active and interactive a brand is in its digital marketing efforts, the stronger the personal connection consumers feel toward it.

H₃ SMMA has a significant effect on brand equity

This hypothesis was tested, and the result, as shown in Table 1, indicates that the direct effect of SMMA on brand equity produced a path coefficient of 0.687 and a t-statistic of 16.492, surpassing the 1.96 threshold with a p-value of 0.000. This confirms a significant positive relationship between SMMA and brand equity, thus validating Hypothesis 3 (H3). The results of this study are in line with those of Ivanka et al. (2023), who explained that social media marketing has a significant positive influence on brand equity. Kumar et al. (2024) also confirmed that SMMA significantly affects brand equity. Similarly, Almestarihi and Al-Gasawneh (2022) emphasized that SMMA has a significant impact on brand equity, particularly in terms of brand awareness, brand association, and perceived quality.

H₄ SMMA has a significant effect on brand trust

This hypothesis was tested, and the result, as shown in Table 1, indicates that the direct effect of SMMA on brand trust resulted in a path coefficient of 0.719 and a t-statistic of 17.294, which also exceeds the required threshold, with a p-value of 0.000. This demonstrates that SMMA significantly influences brand trust at PT Mumpuni Inti Mandiri, thereby supporting Hypothesis 4 (H4). These findings are consistent with those of Lita and Meuthia (2023), who demonstrate that social media marketing has a significant positive influence on brand trust. Ivanka et al. (2023) further emphasized that long-term commitment to consumers contributes to building strong relationships and consumer trust. Linh et al. (2023) noted that social media marketing can enhance brand trust through personal and authentic interactions. Ramadhan and Rusmaningsih (2023) highlight the critical role of SMMA in developing and strengthening brand trust.

H₅ Self-brand connection has a significant effect on brand loyalty

This hypothesis was tested, and the result, as shown in Table 1, indicates that the direct effect of self-brand connection and brand loyalty yielded a path coefficient of 0.211 and a t-statistic of 4.729, which is greater than the minimum requirement, accompanied by a p-value of 0.000. This finding suggests a significant positive influence of self-brand connection on brand loyalty, supporting Hypothesis 5 (H5). This study supports previous findings by Ramadhan and Rusmaningsih (2023), who indicated that self-

brand connection has a significant positive effect on brand loyalty. Similarly, Pratama et al. (2023) confirmed that brand equity significantly influences consumer loyalty. The main contribution of this research lies in reinforcing the understanding that self-brand connection not only impacts brand preference but also directly influences long-term consumer loyalty.

H₆ Brand equity has a significant effect on brand loyalty

This hypothesis was tested, and the result, as shown in Table 1, indicates that the direct effect of brand equity on brand loyalty shows a path coefficient of 0.579 and a t-statistic of 10.661, well above the 1.96 benchmark, with a p-value of 0.000. This confirms the statistically significant effect of brand equity on brand loyalty, supporting Hypothesis 6 (H₆). These findings are consistent with the previous study by Almestarihi and Al-Gasawneh (2022), which demonstrated that brand equity is significantly influenced by Social Media Marketing Activities (SMMA). Ivanka et al. (2023) also explained that enhanced brand engagement and consumer attachment through social media marketing can strengthen brand equity and increase brand loyalty. Similarly, Kumar et al. (2024) found that brand loyalty is positively and significantly influenced by brand equity.

H₇ Brand trust has a significant effect on brand loyalty

This hypothesis was tested, and the result, as shown in Table 1, indicates that the direct effect of brand trust on brand loyalty yielded a path coefficient of 0.177 with a t-statistic of 3.794 and a p-value of 0.000, indicating a significant relationship. Therefore, brand trust has a positive and meaningful impact on brand loyalty in PT Mumpuni Inti Mandiri, validating Hypothesis 7 (H₇). These results are consistent with the findings of Ramdhani and Ruswanti (2022), who found that brand trust has a significant positive effect on brand loyalty. Ali et al. (2023) explained that brand loyalty can be significantly influenced by brand trust. Angela et al. (2023) also found that consumer trust in online marketplaces can enhance shopper loyalty through a satisfactory shopping experience.

4.2. Indirect Effect Result

Indirect effect analysis is used to assess the influence of an independent variable on a dependent variable that occurs through one or more mediating variables. This type of analysis helps reveal the presence of indirect causal pathways that are not captured through direct effect analysis alone. The results of the indirect effect in this study are shown in Table 2.

Table 2. Results of Indirect Effect and Hypothesis Testing

Variabel	Original Sample (O)	T Statistics (O/STDEV)	P Values
<i>SMMA -> Brand Equity -> Brand Loyalty</i>	0,398	8,965	0,000
<i>SMMA -> Brand Trust -> Brand Loyalty</i>	0,127	3,698	0,000
<i>SMMA -> Self Brand Conn. -> Brand Loyalty</i>	0,162	4,608	0,000

Source: Result Ouput from SmartPLS 3.2.6 (2025)

Therefore, the results of the indirect effects are explained as follows:

H₈ SMMA has a significant effect on brand loyalty with self-brand connection as a mediator

This hypothesis was tested, and the results, as shown in Table 1, indicate that the indirect effect of SMMA on brand loyalty through self-brand connection yielded a path coefficient of 0.162 with a t-statistic of 4.608, exceeding the critical value of 1.96, and accompanied by a p-value of 0.000. This result indicates that self-brand connection significantly mediates the relationship between SMMA and brand loyalty at PT Mumpuni Inti Mandiri, thereby supporting Hypothesis 8 (H₈). These findings reinforce the results of Kumar et al. (2024), who explain that self-brand connection plays a significant mediating role in the relationship between SMMA and brand loyalty. Linh et al. (2023) found that, in the fashion industry, social media marketing can enhance brand loyalty through emotional engagement, particularly in the form of brand love.

H₉ SMMA has a significant effect on brand loyalty with brand equity as a mediator

This hypothesis was tested, and the result, as shown in Table 1, indicates that the indirect effect of SMMA affects brand loyalty through brand equity, with a path coefficient of 0.398 and a t-statistic of 8.965, surpassing the minimum threshold for significance, with a p-value of 0.000. This finding confirms that brand equity plays a significant mediating role in the relationship between SMMA and brand loyalty, thus validating Hypothesis 9 (H9). These findings support Kumar et al. (2024), who highlight the significant mediating role of brand equity in the relationship between SMMA and brand loyalty. Ali et al. (2024) emphasized that effective SMMA can enhance brand equity by strengthening brand image, which in turn leads to increased consumer loyalty toward the brand.

H₁₀ SMMA has a significant effect on brand loyalty with brand trust as a mediator

This hypothesis was tested, and the result, as shown in Table 1, indicates that the indirect effect of SMMA on brand loyalty through brand trust resulted in a path coefficient of 0.127, with a t-statistic of 3.698 and a p-value of 0.000, indicating statistical significance. This suggests that brand trust mediates the effect of SMMA on brand loyalty among consumers of PT Mumpuni Inti Mandiri, thus supporting Hypothesis 10 (H10). These results support the findings of Kumar et al. (2024), who demonstrated that brand trust plays a significant mediating role in the relationship between SMMA and brand loyalty. Similarly, Lita and Meuthia (2023) explained that consumer trust functions as a mediator that strengthens the effectiveness of social media marketing in influencing consumer behavior.

5. Conclusion

5.1. Conclusion

This study aimed to examine the influence of Social Media Marketing Activities (SMMA) on brand loyalty, with self-brand connection, brand equity, and brand trust acting as mediating variables among consumers of PT. Mumpuni Inti Mandiri. Data were obtained through an online questionnaire completed by 403 respondents who were actively engaged in the company's training, education, and social media marketing activities. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS, the analysis revealed that consumers' perceptions of SMMA, self-brand connection, brand equity, brand trust, and brand loyalty were consistently high. These findings indicate that PT. Mumpuni Inti Mandiri's social media marketing strategies are effective in delivering information, capturing consumer interest, and fostering meaningful engagement, leading to a strong emotional connection and trust in the brand.

Furthermore, the results confirmed that SMMA significantly influences self-brand connection, brand equity, and brand trust, which, in turn, has a significant effect on brand loyalty. This study also validates the mediating roles of self-brand connection, brand equity, and brand trust in the relationship between SMMA and brand loyalty. These findings confirm that the primary objective of the study—to investigate the impact of SMMA on brand loyalty through key mediating constructs—was successfully achieved. This research contributes to the growing body of literature on digital marketing by highlighting how emotional and cognitive dimensions play a critical role in building long-term consumer loyalty in the context of education and training services.

5.2. Limitation

Despite the valuable insights provided by this study, several limitations should be acknowledged. First, data were collected exclusively through online questionnaires from consumers who were already engaged with PT. Mumpuni Inti Mandiri's educational and social media marketing activities. As such, the findings may not fully represent the perceptions of a broader customer base, including those who are less familiar or less active with the brand's online presence. Second, this study used a cross-sectional design, capturing consumer perceptions at a single point in time. This approach restricts the assessment of causal relationships or changes in brand loyalty over time.

5.3. Suggestion

This study focused exclusively on the variables of SMMA, self-brand connection, brand equity, brand trust, and brand loyalty; however, other relevant factors such as customer experience, perceived value, customer engagement, influencer marketing, electronic word-of-mouth (e-WOM), and customer

satisfaction may also play a significant role in influencing brand loyalty. Future research should incorporate these additional constructs to provide a more comprehensive understanding of the drivers of brand loyalty. Moreover, addressing the limitations of this study's cross-sectional design, future studies should adopt a longitudinal approach to capture the dynamic nature of consumer attitudes and brand loyalty over time. By expanding the model and methodology, subsequent research can offer deeper insights into the evolving consumer–brand relationship.

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