

# The Influence of Social Media, Brand Trust, Brand Affect and Value Consciousness on Brand Loyalty: Online Transportation Cases in Indonesia

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*Abstract:* Currently, the use of social media in Indonesia as part of social interaction activities in the community and at the same time as a medium for companies to promote their products is increasing. Likewise, digital technology has penetrated public transportation activities in the community, with the emergence of Gojek and Grab as the two leading online transportation brands in Indonesia. The purpose of this study is to find out whether digital marketing activities can affect the buying behavior of a brand. Specifically, this study aims to determine the effect of Social Media Marketing on Brand Trust, Brand Affect and Value Consciousness, and ultimately on Brand Loyalty. The research objects are the two major online transportation companies, namely Gojek and Grab. Using survey research methods and purposive random sampling technique, 240 respondents in Yogyakarta city, Indonesia, were given a questionnaire related to their perceptions of the five constructs above. By using structural equation modeling, measurement tests and structural tests were carried out. The results show that Social Media Marketing affects the Brand Affect, Brand Trust and Value Consciousness positively and significantly. While the Brand Affect affects the Brand Trust and Brand Loyalty positively and significantly. However, the Value Consciousness does not significantly affect the Brand Loyalty. The results of the study prove that digital marketing activities through social media can have a significant effect on the formation of consumer trust and finally on brand loyalty. Some of the implications of the results of this study are discussed further in the discussion.

*Key-Words:* - Social Media Marketing, Brand Trust, Brand Affect, Value Consiousness, Brand Loyalty, Online Transportation

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## 1 Introduction

Social media is a platform used for interaction and a medium for companies to promote their products continuously. Furthermore, Indonesia has 150 million or 56% social media users, which is a 20% increase from the previous data (2019 survey). Approximately 130 million or 48% of the total population are mobile social media users.

The increase in social media users opens a high opportunity for the use of digital marketing to promote products, goods, and services. Furthermore, the use of this medium along with television, radio, mobile devices, and the Internet enables brands to reach a wide range of targeted consumers simultaneously. The media provides information on multiple products marketed by a company through continuous promotion on Instagram. This process is carried out through advertising activities and implementing marketing mix strategies such as sales

promotion, and public relations. Instagram is an example of electronic social media containing images that enables consumers to discover the activities of existing companies and brands. It is used to post and store photos in large numbers, thereby enabling a promotional nuance, [1].

The massive growth of internet and telephone users is significantly affecting the overall digital economy positively. For instance, it has led to the emergence of e-commerce and other internet-based businesses. Social media will be the main power of the digital economy in many Southeast Asia countries. Furthermore, the Palapa Ring project, a fast 4G fiber-optic network, will also increase the number of social media users when completed.

Most social media users in Indonesia use instant messaging applications, such as WhatsApp, Telegram, and Line, with a penetration rate of 100%, compared with social media applications at

92%. Furthermore, 37% of internet users use social media as a means of livelihood, with an average of at least 11 accounts on various platforms. This is quite high compared to the 24% of global users that utilize it for their individual businesses. According to data from Euromonitor International there are approximately 15 million MSME players in the culinary field, with an average turnover increase of approximately 80% due to technology. This led to a significant increase in the total foodservice market in Indonesia by 9% in 2019 with a value of IDR 844.35 trillion.

There are limited studies on the relationship between using several tools on electronic social media and their effect on one's consumption activities. Apart from being driven by needs and wants, purchases are also based on the strength of a brand. In several studies on marketing, they are analyzed from a consumer's loyalty, affection and trust. The gap between the widespread practice of using electronic social media is the background of this research.

## 2 Conceptual Background

This chapter explains the variables needed to build a model for brands and their relation to social media marketing.

### 2.1 Social Media Marketing

The advancement of the Internet has created many communication platforms, such as Facebook and Instagram. This has prompted many companies to change their communication channels to electronic and reach a more comprehensive number of consumers simultaneously. Facebook and Instagram are presently used as part of branding toolbox due to the continuous increase in the number of brands that use social media to create an environment and atmosphere that is close to consumers due to technological advancement. Through these platforms, companies share information and communicate with existing and prospective consumers to create brand awareness and ultimately increase their sales, [2].

Although the presence and penetration of electronic social media is very high, the involvement of consumers belonging to generation Y is limited. Therefore, it is imperative to increase their presence to facilitate the formation of a long-term bond between them and the brand, [3]. Furthermore, it is also necessary to have a high level of emotional involvement positively associated with brand loyalty. This is because a

brand has the ability to provide continuous satisfaction in the long term, [4]. Based on this fact, consumers need to be emotionally attached to a brand. Building long-term relationships with buyers on social media is the right way to deepen their satisfaction, [5].

Communication through social media is a source of digital information created, initiated, circulated, and consumed by internet users to connect with certain products, brands, and services, [6]. Marketing managers expect social media to assist them in managing and communicating with loyal consumers while influencing their perceptions of the company's products or brands, [7]. This study wants to test whether digital marketing activities, especially company activities through social media which are currently very popular among consumers in Indonesia, can affect consumer trust in a brand and then affect their loyalty to the brand.

### 2.2 Brand Loyalty

Loyalty is a measure of customer attachment to a brand, inspiring them to show continuous buying behavior, [8]. According to research carried out by [9] brand loyalty is the attitude of consumers to choose a particular brand based on their previous shopping experience. In [10], the author reported that it reflects the possibility of customers switching to another brand due to changes in price, quality, quantity, and features. Brand loyalty is a future repurchase commitment that does not change in different situations. Therefore, brand loyalty exists when customers tend to factor in emotional attachment. In [11], the authors stated that a good brand experience creates love and ultimately affects consumers' loyalty. An interesting finding is that millennials are generally not active in activities on social media. In [12], the authors stated that the brand loyalty construct is multi-dimensional, with attitudinal and behavioral attributes. Meanwhile, in [13] the authors stated that the effect of electronic social media on brand loyalty is mediated by the act of its associated community created on certain social media, which generates trust. In [14], the authors stated that brand loyalty is a fairly complex construct, where low-income consumers show loyalty from perceived differentiation factors related to the 'informational determinant.' Furthermore, it is associated with the proportion of expenditure from consumers, perceived risk due to their ability to buy goods at an economical rate, and the type of product (hedonic or functional).

### 2.3 Brand Trust

In [15], the author defined brand trust as a feeling of security consumers possess based on their perception of a product owned by a brand. The experience of consuming a certain brand with a good impression leads to trust, which is rooted in the fields of social psychology theory. Research carried out by [16] indicated a positive relationship between the experiences of consuming brands online with the emergence of brand trust. In [17], the authors also stated that it is related to the desire of a brand's consumers to perform according to its function. They further assumed that this attribute develops after consumers evaluate a company's services in terms of protection and consistency. Therefore, brands are related to perceptions of quality, value, satisfaction, and product differentiation which ultimately create customer loyalty, [18]. It tends to positively affect brand loyalty and promotes consumers to trust them and build long-term relationships. In [19], the authors reported that a brand is a symbol of quality of brand performance, which helps to build trust. The research further stated that it is formed from past experiences and plays a significant role in the company customers' relationship with its company.

### 2.4 Brand Affect

The emotional determinants of consumer decisions need to be understood individually to maintain their relationship with brands. Commitment is associated with positive feelings that tend to prevent consumers from searching for other brands in the short term and maintain prolonged bonds, [20]. In today's rapidly disrupted business environment, efforts to influence consumer emotions through brands have been proven in various studies, [21]. For instance, a brand's potential is to elicit a positive emotional response on consumer consumption, thereby making their consumers happy or influenced. In [22], the authors also showed that the brand effect exists when consumers are satisfied with a company's performance after evaluating the existing attributes. In [23], the authors stated that brand affect in the form of feelings from consumers tends to mediate constructs as sensory and behavioral elements from consumers towards brand engagement. This promotes opinions on the importance of brand experience in increasing consumer engagement through consumer feelings. In [24], the authors reported that the existence of service recovery from a company with attractive promotional activities and a good brand image impacts the emergence of strong brand trust.

### 2.5 Value Consciousness

According to [25], the authors stated that value consciousness is the need to provide goods at low prices due to some quality constraints, thereby leading to consumers' loyalty and purchase intention. This is similar to the studies carried out by [26], [27] which stated that this attribute is strengthened by social media activities in creating brand loyalty. In marketing, it is seen in 2 viewpoints, namely as the quality of the product compared to the price for a certain value and the overall benefit received by consumers, [28]. Furthermore, it enables brands to use social media platforms to provide low-priced quality goods to consumers to fulfill their needs because acquiring goods at lower prices is relatively important to their purchasing decision. In [29], the authors further stated that value consciousness directly provides low prices for products compared with equivalent good quality. Thier research on consumer behavior from Generation Z carried out in Malaysia showed the important role of Value Consciousness in promoting consumers to have brand loyalty. Meanwhile, in [30], the authors stated that consumers with this attribute think deeply, search for more information, are not interested in lottery coupons, and are more accurate in making purchasing decisions. However, this research stated that value consciousness actually reduces the relationship between loyalty and repurchase intention.

In various literature, much has been discussed about the impact of social media marketing on consumer satisfaction with a brand. But there are still few who discuss the effect of these activities on consumer loyalty, because satisfied consumers do not necessarily become loyal. also the effect of varying prices will be discussed in this study, to see the impact on their loyalty.

Figure 1 is a proposed research model based on the description above:

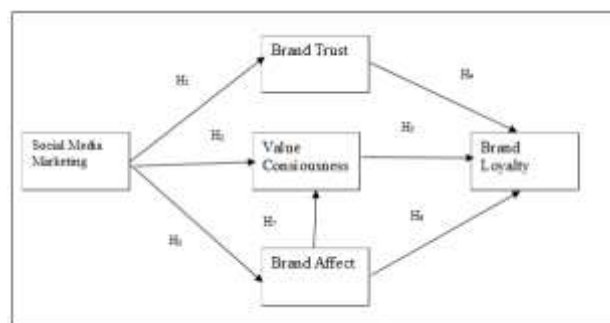


Fig. 1: Research Model

The proposed hypothesis is as follows:

H1 = Social Media Communication affects Brand Trust

H2 = Social Media Communication affects Value Consciousness

H3 = Social Media Communication affects Brand Affect

H4 = Brand Trust affects Brand Loyalty

H5 = Value Consciousness affects Brand Loyalty

H6 = Brand Affect affects Brand Loyalty

H7 = Brand Affect affects Value Consciousness

### 3 Research Method

This research was carried out from May 2021 to September 2021 to determine the Grab Food or Go Food application used in Yogyakarta Special Region province, Indonesia. Data were collected by distributing questionnaires to 200 respondents' purposely selected with their answers uploaded using Google Form media. The questionnaire consisted of 2 parts. The first was information on the respondent's profile, such as gender, age, monthly expenses, residence, frequency, and reasons for using Go Food or Grab food. Meanwhile, the second part contained questions to determine their perceptions of Social Media Communication, Value Consciousness, Brand Trust, Brand Affect, and Brand Loyalty. Structural Equation Modeling was used as an analytical tool, with several goodness of-fit-criteria as shown in Table 1:

Table 1. SEM Testing Criteria

Criteria	Expected Value
RMSEA	< 0,08
GFI	> 0,9
AGFI	> 0,9
CMIN / df	2 - 5

Source: [31]

### 4 Research Results

This chapter analyzes several respondent profiles.

#### 4.1 Profile Analysis

Table 2. Gender Composition

Gender	Number	Percentage
Male	100	41,67%
Female	140	58,3%
	240	100,00%

Table 3. Age Composition

Age	Number	%
>18 – 22 years old	35	14,58%
> 22 - 26 years old	52	22,08%
> 26 - 30 years old	85	35,83%
> 30 years old	63	27,08%
No answer	1	0,43%
	240	100,00%

Table 4. Occupation Composition

Occupation	Number	%
Entrepreneur	45	18,75%
Student	57	24,17%
Civil Servant/Private Employee	100	41,67%
Others	36	15,41%
	240	100,00%

Table 5. Expenditure Composition (IDR/month)

EXPENDITURE per month	Number	%
> IDR 1,000,000 to IDR 2,000,000	103	42,91
> IDR 2,000,000 to IDR 3.000.000	62	26,25
> IDR 3,000,000 to IDR 4,000,000	33	14,17
More than IDR 4,000,000	39	16,67
	240	100,00%

Table 1 to table 5 shows that the greater part of GRAB and GOJEK users are female, adults (> 26 - 30 years old), and employees (Civil Servant or Private Employee) with low to medium expenditure (> IDR 1,000,000 to IDR 2,000,000 per month or US\$ 75 per month – US\$ 150 per month). This shows that GRAB and GOJEK consumers are employed middle-class adults that work full time and are not used to cooking to fulfill their needs. Types of Culinary ordered via GRAB FOOD or GOFOOD are described in table 6.

Table 6. Types of Food Ordered via GRAB and GOJEK

Type of Culinary ordered	Number	%
Beverages (bubble tea, coffee, ice cream, and others)	109	24,22%
Snacks (bread/cake, fried bananas, pizza, and others)	105	23,33%
Main course (fried chicken, pounded chicken, fried rice,	214	47,56%

Chinese food, meatballs, and others)		
Others	22	4,89%
Total response	450	100,00%

The average frequency of ordering food via GrabFood or GoFood is shown in table 7.

Table 7. Average frequency of ordering food via GRAB and GOJEK

The average frequency of ordering culinary	Number	%
Once a month	54	22,79%
Twice a month	46	19,41%
Three times a month	25	10,55%
More than three times a month	112	47,25%
Total response	240	100,00%

Users ordered food such as fried and smashed chicken, fried rice, Chinese food, and meatballs, which are classified as main course, more than 3 times a month. This means that users are accustomed to using GRAB and GOJEK in their daily shopping activities, especially in an effort to fulfill their primary needs.

#### 4.2 Data Analysis

The research model described in AMOS is shown in the following figure:

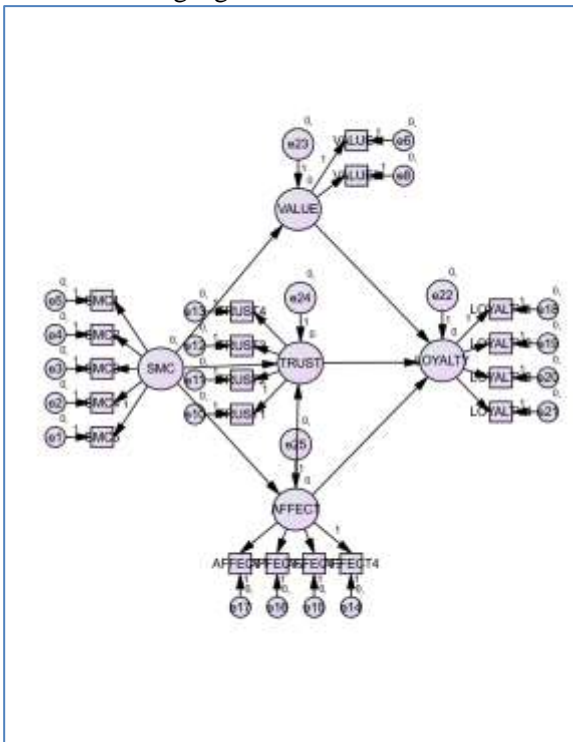


Fig. 2: Research Model in AMOS Display

The goodness of fit model test results is shown in below:

Table 8. Test Results of Fit Model

Criteria	Value	Description
RMSEA	0,087	good
CMIN / df	2,790	good
CFI	0,838	moderate

Table 8 shows that the model has fulfilled the test criteria, where CMIN / df and RMSEA are below 5 and 0.1, respectively. Meanwhile, although the CFI is below 0.9, the number (0.838) is close to 0.9 hence the CFI is moderates. Therefore, the above model has fulfilled the goodness of fit criteria and the test is continued on the hypotheses in the model, [31].

The estimated number of relationships between variables is shown in Table 9.

Table 9. Hypothesis Testing Results

	Regression Coefficient	prob
AFFECT <--- SMC	.344	***
VALUE <--- SMC	.844	***
TRUST <--- SMC	.105	.004
TRUST <--- AFFECT	.433	***
LOYALTY <--- TRUST	.476	.028
LOYALTY <--- VALUE	.044	.072
LOYALTY <--- AFFECT	.333	.011

The effect of each variable based on the prob value in Table 9 is as follows:

- Social Media Marketing (SMC) significantly affects Brand Affect (prob. < 0.05)
- Social Media Marketing (SMC) significantly affects Value Consciousness (prob. < 0.05)
- Brand Affect significantly affects Brand Trust (prob. < 0.05)
- Brand Trust significantly affects Brand Loyalty (prob. < 0.05)
- Brand Affect significantly affects Brand Loyalty (prob. < 0.05)
- Value Consciousness does not significantly affect Brand Loyalty (prob. > 0.05)

Of all the hypotheses, only H<sub>5</sub> is not proven, therefore, brand promotion through social media (Facebook, Instagram, Youtube etc.) tends to affect value consciousness of certain brands, such as Gojek or Grab, as a delivery media. Furthermore, cheap, reliable, and effective services promote

consumers to start using the media to fulfill their needs. Furthermore, consumers are allowed to build trust through various experiences with the brand, thereby providing positive affection. Finally, brand consciousness, trust, and positive affection make consumers tend to be loyal to Gojek or Grab.

Some of the above results are harmonious with the preliminary research result carried out by [32] which found that the social media marketing construct has a positive and significant effect on brand trust in Bangladesh. Furthermore, in [33], the authors' research on a survey conducted on several well-known brands through social media platforms, such as Instagram, Twitter, and My Space in Pakistan, found that brand trust can be used to predict consumer loyalty. Authors' research in [34] on the Stimulus Organism Response (S-O-R) theory found that social media factors affect consumers' loyalty and desire to revisit a place. However, consumer activity on electronic social media on brand trust does not only have a positive impact on loyalty rather, it also affects purchase intentions, as stated by research carried out on skincare consumers in Indonesia, [35]. In the long term, the experience of brand trust also affects the occurrence of customer lifetime value, [36] and brand equity, [2], [37].

In [20], [26], [27], the authors studied the impact of social media marketing on value consciousness which directly affects brand loyalty. Meanwhile, in [38] the authors stated that value consciousness directly affects consumers' purchase intentions. In [39], the authors stated that the impact of social media marketing on value consciousness does not occur directly; rather, product categories and brand consciousness mediate it. This research confirms that the perception of low prices from online transportation modes tends to strengthen brand loyalty.

According to [14], the authors stated that brand loyalty is influenced by social norms and situational factors. Therefore, with the rising use of social media, the role of conversation and experience also help shape consumer love and loyalty to certain brands, [11]. In [40], the authors concluded that brand trust can affect consumer loyalty through advertising constructs. Furthermore, [41], [18], the authors stated that brand trust positively affects consumer loyalty. Conversely, [42] the authors reported that brand loyalty is not influenced by trust and equity. Consumer loyalty to current products is heavily influenced by e-Word Of Mouth generated in conversations on social media, especially among

generation Y, [4]. This is because they are very familiar with social media and easily convinced by the reputation of well-known brands, which affects their purchase intention and loyalty, [43].

This research has several implications, such as the effectiveness of social media is to influence consumer attitudes. Using various networks, such as Instagram, Facebook, WhasApp, Youtube and Tiktok, as alternatives, means consumers get information, [19], [44]. Many people also depend on other people's information and matters related to Information Technology, including Gojek and Grab, an online transportation company, [45].

Furthermore, Gojek and Grab have superior performance and have proven to be very helpful in the pandemic, hence trust is built, which in turn creates consumer loyalty to the brand, [18], [4], [33]. The awareness created by this company is relatively cheap, orders are delivered relatively quickly, and the quality of orders does not change during the trip, which makes consumers loyal, [42], [41], [46]. However, brands are also aware that low price does not guarantee consumer loyalty because once cheaper competitors appear, consumers are likely to switch to the new brand.

The theory's contribution to this research is Social Media Communication, which is beneficial when adopted by the market participants. The rapid development of information technology is likely to change the way consumers transact and also affect the way they think.

## 5 Conclusions

### 5.1 Conclusion

Based on the basic profile, most GRAB and GOJEK users are female, adults (> 26 - 30 years old), that work as employees (Civil Servant or Private Employee), with low to medium expenses (> IDR 1,000,000 to IDR 2,000,000 per month). Meanwhile, based on the type of food, the majority consume heavy foods such as fried and smashed chicken, fried rice, Chinese food, and meatballs with an average of 3 times a month.

Based on the AMOS model analysis, Social Media Communication has a positive and significant effect on Affect and Value. Meanwhile, Affect has a positive and significant effect on Trust and Loyalty, while trust positively and significantly affects loyalty. Conversely, value does not significantly affect loyalty, therefore, only H5 of all hypotheses was not proven.

Thus, this study proves that digital marketing activities can more or less affect consumer loyalty to a brand through activities on electronic social media and instilling trust in brand performance.

## 5.2 Suggestion

Online transportation modes are capable of providing satisfaction to consumers needed during this pandemic. Therefore, companies are promoted to enter this field, such as Shopee Online Food has proven to be brave in trying to enter this industry.

Social media currently plays an important role, especially in the social distancing era during this pandemic. The public mostly obtains the flow of information on online transportation modes and variations through this media. Therefore, the company's ability to manage public perception using various social platforms tends to determine the success or failure of its reputation in efforts to provide goods and services.

Consumer loyalty is determined by one's trust and affection for brand performance. Therefore, it is necessary to continuously improve their affect and trust through trusted programs continuously.

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### **Conflict of Interest**

The author has no conflict of interest to declare that is relevant to the content of this article.

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