

# INCREASING BRAND LOYALTY THROUGH SOCIAL MEDIA MARKETING AND BRAND AWARENESS (SAMSUNG CASE STUDY)

R. Adjeng Mariana Febrianti  
Diyanti Kusriyantini  
Febrina Ayuna Safitri  
Djoko Roespinoedji

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**R. Adjeng Mariana Febrianti**, Widyatama University, Bandung.Indonesia  
[adjeng.marianai@widyatama.ac.id](mailto:adjeng.marianai@widyatama.ac.id)

**Diyanti Kusriyantini**, Widyatama University, Bandung.Indonesia  
[kusriyantini.diyanti@widyatama.ac.id](mailto:kusriyantini.diyanti@widyatama.ac.id)

**Febrina Ayuna Safitri**, Widyatama University, Bandung.Indonesia  
[ayuna.safitri@widyatama.ac.id](mailto:ayuna.safitri@widyatama.ac.id)

**Djoko Roespinoedji**, Widyatama University, Bandung.Indonesia

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## Abstract

*The development of the digital world today has given different nuances in various aspects, especially in business. Companies are competing to compete in order to increase their sales. Currently, social media has become a tool in conducting promotions, making it easier for companies to carry out their activities. This study aims to examine the effect of social media marketing activities and Brand Awareness on Brand loyalty on Samsung Smartphone products. The research population consists of consumers who actively follow five brands with the highest social scores according to social media brand performance data. In this study, quantitative methods were used and research data were obtained through online questionnaires distributed on social media as many as 200 respondents. Based on the results of testing the coefficient of determination for the Social media marketing variable, it was obtained at 42.38% while the coefficient of determination for the Brand Awareness variable was 66.58%. This shows that the two variables have a strong relationship, especially in the variable Brand awareness of Brand Loyalty. The limitation of this study is that the respondents are limited to only in the city of Bandung. This study also provides several recommendations, namely; (1) companies must be selective in choosing which social media is right for the intended target. (2) the company must provide continuous information about the product so that consumers do not seek information from other e-commerce via social media.*

**Keywords:** Social media marketing; Brand awareness; Brand loyalty

## Introduction

The increasingly fierce and competitive competition in various industries has encouraged companies to improve their strategies in order to retain customers [1]. The importance of maintaining relationships with customers is an aspect that has always been a concern for researchers today [2]. The mobile phone trade, originally designed as a device to facilitate wireless voice conversations, has now evolved into a device with a capacity that exceeds that of a PC. Apple and Samsung are known as the most popular brands in this decade, where technological innovation, cutting-edge design and branding are key factors that shape loyalty in this smartphone brand. As the smartphone market continues to grow at an astonishing rate, the competition among the major players is also increasing, requiring companies to improve their strategy of creating consumer loyalty. [3] loyalty is defined as a strongly held commitment by a person to buy or subscribe to a particular product or service in the future despite situational influences and marketing efforts that have the potential to cause behavior change. The market has been filled with all kinds of choices of product models and prices offered.

This phenomenon often occurs in the electronic market, especially smartphones, where every year new branded products appear to attract customers. This phenomenon is especially acute for phones from Samsung. Consumers are queuing up to get them when a new model is brought to the market. Samsung beat Apple to become the number one position in the worldwide smartphone market and increased its worldwide market share to more than 20% in the last 4 years. These facts raise some interesting issues, such as why people stay loyal to a brand even though the price is much higher. According to [4] Vinh, building brand loyalty is very important for companies because loyalty can have an influence on various aspects of the business. [5, 6] states that among the benefits of loyalty for consumers are reducing marketing costs, increasing sales volume, attracting new customers and having a position of advantage for the company. According to [7, 8] consumer loyalty is measured by repeat purchases and attitude loyalty, where this cannot be realized if the company does not properly implement its marketing activities.

Marketing is one way that can be done by companies in an effort to meet customer needs and provide value that results in satisfied consumers. Increasingly dynamic business growth arises due to the many different brands, thus affecting customer loyalty to different products or services. In today's digital world, it is not easy to get and maintain consumer loyalty to a product because the media has a strong, positive and direct influence on the superiority of brand community knowledge. In contrast to consumers in the past, consumers today are increasingly critical in meeting their needs and desires which makes marketers have to work hard to find out what consumers want. Consumers not only judge a product or service based on the quality, benefits, and functions provided, but more than that, they want communication and marketing activities that are sensational, touching, and in accordance with their lifestyle [9],

The greater the power of communication between brands and consumers, the higher the brand preference and loyalty. However, the important thing in branding is the communication that is built between companies and consumers [6, 10]. One of the communication channels that the company has recently implemented in its marketing activities is social media. Social media can be defined as online application programs, platforms, or mass media tools that facilitate interaction, collaboration, or content sharing between users in general [11]. The influence of social media on consumer behavior includes activities that start from informing, sharing ideas and attitudes to gaining awareness and understanding, and visualizing post-purchase behavior. This is causing businesses to become more interactive in marketing communications and find innovative applications to make products and brands more affordable through online marketing efforts and social media communication channels. These practices

include actions that encourage consumers to choose products and brands and that target marketing messages to other consumers online [12].

Thanks to social media marketing activities, businesses can carry out activities such as creating company profiles and introducing online customer service, product information, and special offers in a simple, inexpensive, and sustainable way [13]. In addition, at a very low cost, companies can inform consumers of brands in terms of brand familiarity and awareness that business products and brands appear on social networks where millions of users are logged in [14](Sierra, 2020). According to [15], marketers are aware of the opportunities and attractiveness that social media presents as part of their marketing strategy. The Samsung company itself has begun to apply its digital marketing concept through social media to expand its consumers. The brand built by Samsung in general has been very good so that it can outperform its toughest competitor, the iPhone. But in the last few decades, many brands have sprung up where these brands provide advantages in the form of large enough ram at a relatively cheap price. Among these brands are, Oppo, Vivo, Mi, and Xiami. The presence of these brands is quite a significant influence, especially for the Samsung company, especially in Indonesia. According to () Indonesia is the highest market for Samsung, so that in the second quarter of 2018 it has a fairly large market.

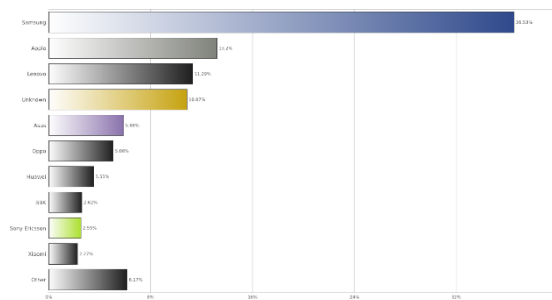


Figure 1. Samsung market share in Indonesia, 2021

Figure 1 shows that Samsung is one of them, but in recent decades the emergence of smartphone competitors has become one of the factors that can affect performance at Samsung itself so that it can affect the perception of loyalty to a brand. The study stated that social media marketing activities are an important part of branding actions for businesses [12, 16-19]. However, in this study, it has been observed that social media marketing activities generally focus on customer satisfaction and its effect on customer behavioral intentions [3, 20], so there are still relatively few studies that state the relationship of social media to brand loyalty. This study aims to examine the factors that can increase brand loyalty with social media variables and brand awareness as independent variables. In this case, social media activities, brand awareness and brand loyalty are included in the literature review. Then, the research hypothesis has been explained. The research population, sampling, data collection tools, and data analysis techniques have been described in the methods section. After that, the findings obtained from the data analysis were included. At the end, the research findings have been described and recommendations have been introduced for practitioners and researchers.

## Literature Review and Hypothesis Development

### Social Media Marketing

Social media is an online environment where people with similar interests come together to share their thoughts, comments and ideas [21, 22]. The use of this online communication platform is based on the use of the Internet and mobile-based

technologies. In the act of online marketing, there is an important effect that can establish a relationship between consumers and producers [5, 23, 24]. Previous research has shown that social media has an influence on trust and purchase intentions and facilitates various consumer knowledge and experiences [14, 25]. Many businesses use online interactions among their users by encouraging customers to share their purchases using their preferred social media channels. According to [13] social media is used by businesses as a platform where direct marketing actions are carried out. In this case, social media encourages business interaction with potential consumers by promoting products through proximity in social media. Through social media tools, businesses have the opportunity to advertise product and brand promotions, promotions and advertisements at low cost to their customers and receive feedback from them [26]. Previous research found that social media is central to business strategy and the popularity of companies today, cost-cutting measures and competitor activity on social media motivate marketers to engage in social media marketing activities. Social media is a source of the latest and greatest information for customers because information is simultaneously shared in real time on social media [7, 27]. Unlike traditional communication channels, social media facilitates interaction, content sharing, and business collaboration with customers.

### **Brand Awareness**

Brand awareness is a fundamental component of brand equity itself. This reflects the salience of the brand in the minds of customers [7, 27]. According to [28] brand awareness has a significant influence on consumer choice. Brand awareness includes consumer recognition, recall, top-of-mind awareness, knowledge dominance, and recall of brand performance, as well as brand attitudes. [7] explains that brand awareness is an individual's knowledge of a particular brand and is not limited to customer knowledge of the brand name and previous brand exposure; rather, it involves associating brands - brand names, logos, symbols, and so on - to specific memory associations. [23] argues that brand awareness consists of two main components, brand recognition and brand reminder. Brand recognition is the customer's ability to confirm previous exposure to the brand, this can be done by the company through social media when doing promotions, while brand recall signifies the taking of the brand without the help of memory. In addition, a high level of brand awareness has several advantages in the customer's purchasing decision-making process such as learning advantages, consideration advantages, and choice advantages.

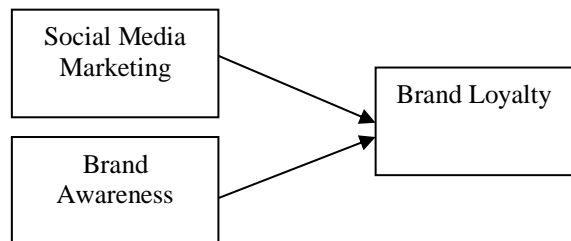
Brand awareness refers to the level of consumer recognition, acceptance, and memory of a brand in any case [29]. According to [30] brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a particular product category. [31, 32] has stated that brand awareness is about track or crowd power in consumer memory which reflects the consumer's ability to remember or recognize a brand in different conditions. Brand awareness can reduce the time and risk that consumers will spend looking for the products they will buy [33]. In this case, consumers are expected to choose a brand that they have information on. [34] has stated that brand awareness consists of four levels, namely brand recognition, brand recall, top-of-mind brand, and dominant brand. Brand recognition is associated with consumer brand familiarity, while brand memory is brand thinking at first when various products are introduced [35]. The brand that comes to mind, initially refers to the most conscious brand in the product category. The degree of brand dominance refers to the degree to which brands replace product categories [4, 36].

### **Brand Loyalty**

Loyalty is the commitment of consumers or customers to repurchase the company's products and services, regardless of all competitors' business actions [37, 38]. While a brand is a name, term, sign or symbol that gives an identity to the product or service produced. According to [39] brand loyalty is a repurchase behavior that reflects a conscious decision when consumers continue to buy the same brand [40]. Brand loyalty is a function that is influenced by previous purchases or influenced by external factors. This view, while interesting, tends to overlook the importance of customer cognitive processes in shaping brand loyalty. In light of this, the study of brand loyalty, should not only consider external behavior, but also the reasons or attitudes that consumers hold towards the behavior. [41, 42] has stated that brand loyalty is consumers who prefer to buy the same brand consistently in certain product or service categories. This behavior is in line with the main goal of marketing strategy, which is to encourage consumers to continue to buy certain brands in the future [4, 36, 38] divides brand loyalty into two dimensions: behavioral loyalty and attitude loyalty. Behavioral loyalty is an individual's intention to consistently buy a certain product [42]. While attitudinal loyalty is an individual's attitude and commitment to repurchase certain products [37].

In this study, both dimensions of brand loyalty will be measured. Previous research on brand loyalty aims to identify the factors that can affect consumer loyalty. [22] identified several factors as the main differentiators that can affect brand loyalty. These include product attributes, post-sales service, marketing skills, perceived quality or aesthetics, product line depth, and brand popularity. A study by [13] found different new factors can affect brand loyalty. defines behavioral loyalty as a customer's ongoing purchase of a brand, as well as their repeated intention to buy in the future [5]. Since attitude loyalty refers to the level of customer commitment and their attitude towards the brand, it has an emotional component [14, 25].

**FRAMEWORK AND HYPOTHESIS**



**Figure 2. Relationship Flow Framework between Variables**

**Hypothesis Development**

**Social media marketing dan brand loyalty**

As a marketing tool, social networks offer significant opportunities for building brand and consumer relationships in marketing. In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create a distinctive brand identity and enhance brand communication to consumers [43], have noted that interactive marketing strategies using social media links such as Facebook and Twitter will positively affect brand image and create a leverage effect between brands and consumers. The viral effect among social media users allows the brand to be discussed and widely known among a large number of users thereby creating loyalty to the brand itself

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

**Brand Awareness dan Brand Loyalty**

[7, 27] that brand awareness is one of the main outputs expected from business social media marketing activities. Brand awareness has been seen as a tool for individuals to recognize, recognize and remember a brand. Brand awareness can evoke a sense of familiarity and provide an overview of the brand and signal commitment to the brand [23]. Social media marketing activities can contribute to brand awareness and create a positive brand image as businesses facilitate interactions with potential customers as well as with current customers. The level of awareness of a brand is directly proportional to advertising spending which increases the scope and repetition of advertising messages [29]. Therefore, brand presence in social networks is very functional in terms of informing customers, familiarity and brand awareness .[34] states that high brand awareness contributes to other brand factors such as brand image and brand loyalty and significantly affects brand market share. In other words, brand awareness is a significant source in influencing brand loyalty for businesses .

H2: Brand awareness has a positive effect on Samsung brand loyalty

**Research Methodology**

The approach used in this study is verification of the number of samples of 200 respondents to conduct testing on social media marketing and brand awareness of brand loyalty on Samsung Smart phones. This study uses a purposive sampling technique to determine and meet the criteria that must be met as a consideration in sampling. The sample used is all people who are Samsung consumers in the city of Bandung, namely 200 respondents using problem solving techniques[1, 5] The survey method to obtain primary data sources is in the form of direct responses from questionnaires that contain a series of questions asked to respondents to find out respondents' answers so that it is possible to solve problems. The analysis technique used is validity test, reliability test, Spearman rank correlation coefficient test, coefficient of determination test and hypothesis testing using t test.

**Research Finding and Argument**

*Table 1*

Respondent Profile		Percentage
Marital status	Married	63 %
	Not married yet	27 %
Income Level	< 2.50 million	2 %
	2.51 – 3.50 million	20 %
	3.51 – 4.50 million	41 %
	4.51 – 5.00 million	25%
	>5.00 million	12 %
Job	Student	10 %
	Government employees	21 %
	Private employees	19%
	Entrepreneur	18 %
	Freelancer	32%

Source: processed data, 2021

Data from the responses of 200 respondents shows that 27% are unmarried and 63% are married. This shows that the majority of Samsung smartphone users are married. The largest number of respondents in this study are consumers who have an income level of 3.51 - 4.50 million and the least are consumers who have an income

level of < 2.5 million. The job profile is dominated by consumers with freelance work. The results of the descriptive analysis of respondents' responses to the variables of Social media marketing, Brand Awareness and Brand Loyalty can be seen in the table below

No	Variable	Average Score	Standard Deviation	Interpretation
1	Social Media Marketing	4.5	0, 130	Good
2	Brand Awareness	4.4	0.152	Good
3	Brand Loyalty	4, 2	0.184	Good

Source: processed data, 2021

### Validity and Reliability Test

Based on a questionnaire consisting of variables Social media marketing, Brand Awareness and brand loyalty, the average value of the validity test is above 0.3. If the standard value of validity obtained is more than 0.3, then the question can be said to be valid. The dapun reliability testing is as follows:

Table 3

#### Reliability test

Variable	Reliability value	r-critical	Information
Social Media Marketing	0.861	0.6	Reliable
Brand Awareness	0.876	0.6	Reliable
Brand Loyalty	0.905	0.6	Reliable

Source: processed data, 2021

In an effort to determine the effect of Social media marketing and Brand Awareness on Brand Loyalty on Samsung smartphones, it is necessary to know in advance the relationship between each of these variables and the strength or weakness of the relationship. Then the measurement through the Spearman rank correlation test obtained the following results:

Table 4

#### Spearman Rank Correlation Coefficient Test

			Brand Loyalty
Spearman'srh	Social Media Marketing	Correlation Coefficient	,651**
		Sig. (2-tailed)	,000
		N	30
	Brand Awareness	Correlation Coefficient	,816**
		Sig. (2-tailed)	,000
		N	30
	Brand Loyalty	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	200

Source: processed data, 2021

Based on the calculation of the Spearman Rank correlation in the table, the correlation coefficient value is 0.651. This means that social media marketing has a strong relationship with brand loyalty on Samsung smartphones because it is in the interval 0.51 – 0.75. The correlation value is positive which indicates that the

relationship is unidirectional. Where the better promotion through social media it will be able to improve brand communication itself so that it leads to loyalty.

Furthermore, the calculation on Brand Awareness obtained a correlation value of 0.816. This means that the brand awareness variable has a very strong relationship with brand loyalty on Samsung smartphones because it is in the 0.76 – 0.99 interval. the correlation value is positive which indicates that the relationship is unidirectional. Where the better the brand awareness variable, the higher the loyalty to the brand itself.

The coefficient of determination ( $R^2$ ) is used to measure how far the ability of the independent variable to contribute or influence the variable. The following are the results obtained by the author in partially testing the coefficient of determination of Social media marketing on brand loyalty and Brand awareness on brand loyalty. The correlation value obtained between Social media marketing and brand loyalty is 0.651. Thus, the coefficient of determination can be calculated as follows:

$$Kd = (rs)^2 \times 100\%$$

$$Kd = (0,651)^2 \times 100\%$$

$$Kd = 42.38\%$$

From the calculation results above, it can be seen that the coefficient of determination obtained is 42.38 percent. This shows that the social media marketing variable contributes to Brand loyalty on Samsung smartphones by 42.38% while the remaining 57.62 percent is a contribution from other variables not examined. Where the influence of social media marketing has a not so high influence on Brand loyalty, but the magnitude of this influence deserves attention by the company, because in the current context, social media is a tool used by consumers in finding information and building trust in a particular brand. (). While the correlation value obtained between Brand Awareness and Brand Loyalty is 0.816. Thus, the coefficient of determination can be calculated as follows:

$$Kd = (rs)^2 \times 100\%$$

$$Kd = (0,816)^2 \times 100\%$$

$$Kd = 66.58\%$$

From the results of the above calculations, it can be seen that the value of the coefficient of determination obtained is 66.58%. This shows that the Brand Awareness variable contributes to Brand Loyalty by 66.58% while the remaining 33.42% is a contribution from other variables not examined. Where the influence of Brand awareness has a high influence on Brand loyalty on Samsung smartphones.

Table 5

**Hypothesis testing**

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
1 (Constant)	-4.634	2,693		-1,720	0, 000
Social Media Marketing	,467	,136	, 280	3,446	0, 001
Brand Awareness	,814	,111	, 597	7,346	0, 000

Source: processed data, 2021

To find out how the influence of social media marketing on brand loyalty is 3.446 > t table (1.66071), according to the hypothesis testing criteria, namely Ho is rejected and Ha is accepted. This shows that social media marketing has an effect on brand loyalty at Samsung. While the Brand Awareness variable obtained 7.346 > t table (1.66071), according to the hypothesis testing criteria, namely Ho is rejected and Ha



is accepted. This means that partially Brand awareness has a significant effect on Samsung's brand loyalty.

## Discussion

### **The Effect of Social Media Marketing on Brand Loyalty on Samsung Smartphones**

In this study, responses to questions about social media marketing were in the agree category. This means that consumers agree with companies to promote through social media, this is because the current trend of social media has become a necessity for consumers in finding information related to products and services needed. With social media, a brand can also be formed. From the research that has been done, there is a relationship between Social media marketing and Brand Loyalty at Samsung, this can be seen in the partial hypothesis testing. Brand trust has a tcount value greater than the ttable value. In the Coefficient of Determination test, the results obtained for the Social media variable are 42.38%, this number is still not too high to affect Brand loyalty. This can happen because on social media there are a lot of brands that are promoted, therefore Samsung companies must be more aggressive in promoting and forming brands through social media used, as well as being more selective in choosing which social media to use frequently. used by consumers. The relationship between social media marketing and brand loyalty is also supported by research by [2, 26, 40]Adeola, (2019). that the better promotions used through social media, the better the brand image itself, thus forming loyalty.

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## Conclusion

In this study, responses to questions regarding social media marketing variables have a high average value. Respondents agreed with social media marketing factors in building brand loyalty on a product. Based on the results of partial hypothesis testing or t-test and the results of the coefficient of determination test that have been carried out, it can be concluded that the social media marketing variable shows that H0 is rejected and H1 is accepted, meaning that companies that promote social

media can build brand loyalty, therefore companies must always integrate their marketing activities through the selected social media. In this study, the responses regarding the Brand Awareness variable have a high average value. This indicator states that most respondents agree that Brand Awareness has a significant influence on Brand Loyalty on Samsung products. Based on the results of partial hypothesis testing or t-test and the coefficient of determination test that has been done, it can be concluded that the Brand Awareness variable shows that H0 is rejected and H2 is accepted. The suggestion from the researcher is that the company management must be right in choosing which social media is appropriate and often used by consumers so that the products offered are right on target. From the results of the study, it was found that the average of all statements for the variables of Social media marketing and Brand Awareness had a high enough value in explaining Brand Loyalty.

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