

THE EFFECT OF SOCIAL MEDIA MARKETING, PERCEIVED QUALITY ON BRAND LOYALTY, WITH BRAND TRUST AS INTERVENING VARIABLES

(Study on Tokopedia E-commerce in Yogyakarta)

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Abstract: *Loyalty brand or faithfulness customer is draft important for many companies that can bring many benefits for companies, such as purchase repeat and recommendation brand the to others, who then could reduce cost marketing. Brand trust is important and is a factor main in the development of a loyal brand. The purpose of this study is to analyze the influence of media marketing social, perceived quality, on-brand loyalty with brand trust as an intervening variable. The research was conducted using quantitative methods with 145 respondents. The population used in this study are consumers who have accessed the Tokopedia application in the Yogyakarta area. This study uses the Non - Probability Sampling technique with a purposive sampling approach with the criteria of respondents who have used the Tokopedia application. Results of the study this showing that Social Media Marketing (SMM) own a significant influence on Brand Trust (BT). Brand Trust (BT) is influential positive and significant to Brand Loyalty (BL). Perceived Quality (PQ) is not influential and not significant to Brand Loyalty (BL). Influence Social Media Marketing (SMM) to Brand Loyalty (BL) through Brand Trust (BT) as an intervening variable accepted.*

Keywords: *Social Media Marketing, Perceived Quality, Brand Trust, Brand Loyalty*

1. Introduction

Over the last decade, social media has reached billions of people globally, because of the ease of sharing and accessing information, interacting, and producing content online (Hajli, 2014). Along with the development of technology, the use of social media which was originally intended for long-distance communication has now developed as a marketing media for a company. Moment this, the competition between e-commerce businesses in Indonesia is becoming the more fierce lately this, especially for two giants Tokopedia and Shopee. Both of them often juxtaposed because most dominate the Indonesian market. Social media marketing is a medium for monitoring and facilitating consumers for interact and participate do positive engagement with companies and their brands (Dave Chaffey, 2016). One focused company that markets using social media is Tokopedia.

Tokopedia has many user Instagram features, whereas the Instagram feature has high engagement. However, based on results analysis showing if Tokopedia's Instagram is rated not enough could *engage* followers. This thing results in a decreased loyalty, supported by research conducted Tokopedia is experiencing a drop in website visits.

2. Literature review

Social Media Marketing

Social media marketing is a medium for monitoring and facilitating consumers to interact and participate do positive engagement with the company and brand (DaveChaffey, 2016). Social media marketing is also expressed by (Alhadeed, 2017) whereas the use of social media sites for doing activity marketing by a general that can be showing content interesting so that could interesting attention audience and trigger they for spread content which one will help a company in expanding its reach.

Perceived Quality

High perceived quality could be beneficial for a brand in a various way , like becomes step for strengthening existence, being a base for a consumer for ready pay with a premium price, be stimulation for interesting interest consumer, step for strengthening differentiation and finally, this can also be reason consumer for do purchase (Aaker, 2001). Perception quality reflects feeling customers who don't visible and visible thorough about something brand. However, usually perception quality is based on the dimensions included in the characteristics of the product where a brand is linked with things such as reliability and performance.

Brand Trust

According to (Lau, G. T., and Lee, 1999) trust to a brand is will consumer for trust brand and bear all possible risks just occur consequence difference among hope that has promised by the brand . So that brand trust can be interpreted as perception consumer about ability a brand for could trusted .

Trust consumer to brand is factor other important things that can build loyalty (Aydin, Serkan and Ozer, 2005). Trust involve readiness somebody for behave certain because he believes that partner in do transaction will give what is he expect . This thing show that if one party trust party other, will possible for shape a behavior positive and intention good.

Brand Loyalty

Loyalty brand is consistency from consumer in choose for do purchase repeat on a brand (Laksamana, 2012). Besides that, loyalty brand is something attitude that can received from consumer to brand where could buy repeat same brand now or will come (Danang Sunyoto, 2015). Of several definition the could said if loyalty brand very important thing in marketing where show existence something connection among customer with brand be marked with purchase repeat from customer.

Research Model

The framework in this research is as follows:

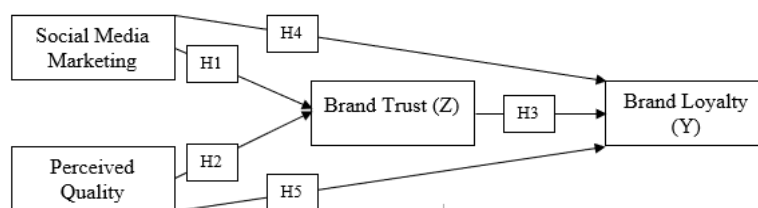


Figure 1. Research Framework

- H1. Social Media Marketing variables affect Brand Trust
- H2. Perceived Quality variable affects Brand Trust
- H3. Brand Trust variable effect on Brand Loyalty
- H4. Social Media Marketing variables affect Brand Loyalty
- H5. Perceived Quality variable affects Brand Loyalty

3. Research methodology

Study this use method quantitative. According to (Arikunto, 2005) a subject study is objects, objects, or people and the place where the data is concerned attached. The subject in this study is the community that resides lived in Yogyakarta ever do transactions on Tokopedia. (Sugiyono, 2014) explains that definition object study is " a " purpose scientific for get data with purpose and use certain about something that is objective, valid and reliable about something (variable certain)". Object study in this includes (1) Social Media Marketing (2) Perceived Quality (3) Brand Trust (4) Brand Loyalty.

Population and Sample

According to (Sugiyono, 2017) population is the area of generalization consist of object/subject that has quality and characteristics specified by the researcher for studied and then drawn the conclusion. The population used is people who use Tokopedia application in the Yogyakarta area.

The sample in this study amounted to 145 respondents, all of whom were Tokopedia consumers and had transacted using TokopediaFor sample taken from population should really be representative (representing). The technique of taking sample apply the Purposive sampling method. Reason apply method the because form sample non-probability based on criteria certain, with use sample consumers who use Tokopedia as their application in shop online.

4. Research Result and Discussion

a. Research Result

Characteristics respondents used for knowing description general profile respondent based on several aspects. Respondents in this study are people living in Yogyakarta. Research data type of respondent sex Man totaling 57 people who have percentage amounted to 39.3% while women amounted to 88 people had percentage by 60.7%. Work Respondents who have student status are 106 people with a percentage 73,1%, Employees Private 17 people with percentage 11, 3%, Civil Servants 3 people with percentage 2.1%, Entrepreneur 4 people with percentage of 2,8%, and Others as many as 15 people with total percentage 10,3%. Respondents who have income or wages a number of 1,000,000 – 1,500,000 i.e. as many as 71 people with percentage 49.0% 1,600,000 – 2,000,000 as many as 28 with percentage 19.3%, 2,000,000 - 2,500,000 , 26 with percentage 17,9%, 2,600,000 - 3,000,000 as many as 8 with the percentage of 5,5%, > 3,000,000 as many as 12 people with percentage 8,3%. Use the respondent's Tokopedia application who has use the application with total 2 times – 5 times as many as 113 people with percentage 77,9%, 6 times – 10 times 15 people with percentage of 10,3% and those who have use Tokopedia application > 10 times as many as 17 people with percentage 11,7%. Respondents who have ages 18-22, totaling 106 people with total percentage 73,1%, respondents aged 23-27 amounted to 36 people with percentage 24,8%, respondents aged 28-32 amounted to 2 people with percentage of 1,4% and respondents who have age > 37 years totaling 1 person and has percentage 0,7%.

Validity and Reliability

The results of data processing using SPSS 23 throughout question for variable Social media marketing (X1), perceived quality (X2), brand trust (Z) and *brand loyalty* (Y) validity test results has a valid status because Mark r-count (*Pearson Correlation*) > r-table.

Table 1 Reliability Test Table

Variable	<i>Composite Reliability</i>
Social Media Marketing	0,712
Perceived Quality	0,746
Brand Trust	0,718
Brand Loyalty	0,758

The information from the table above indicates that the magnitude is above 0,6 or the instrument is reliable. From all this data it can be concluded that all latent variable scores pass the minimum criteria, which means that each indicator has a high level of reliability and validity.

Coefficient of Determination

In the regression, the coefficient of determination (*Adjusted R Square*) of 0,478 is obtained on the dependent variable of brand trust. These results can be concluded that the amount of variation in the independent variable in influencing the regression equation model is 47,8%. While the remaining 52,2% is influenced by other factors that are not included in the research model.

In the regression, the coefficient of determination (*Adjusted R Square*) of 0,478 is obtained on the dependent variable of brand loyalty. These results can be concluded that the amount of variation in the independent variable in influencing the regression equation model is 42,1%. While the remaining 57,9% is influenced by other factors that are not included in the research model.

Hypothesis testing

The following are the results of hypothesis testing in this study

H1: Social Media Marketing variable has an effect on Brand Trust.

Based on the results of hypothesis testing, it shows that Social Media Marketing (SMM) has a regression coefficient value of 0.173 with a significant value of 0.000 <0.05. This means that H0 is rejected, so it can be concluded that the social media marketing variable has a positive and significant effect on brand trust in the Tokopedia application.

H2: Perceived Quality variable has an effect on Brand Trust.

Based on the results of hypothesis testing, it shows that perceived quality has a regression coefficient value of 0.449 with a significant value of 0.000 <0.05. This means that H0 is rejected, so it can be concluded that the perceived quality variable has a positive and significant effect on brand trust in the Tokopedia application.

H3: Brand Trust variable has an effect on Brand Loyalty

Based on the results of hypothesis testing, it shows that brand trust has a regression coefficient value of 0.832 with a significant value of 0.000 <0.05. This means that H0 is

rejected, so it can be concluded that the brand trust variable has a positive and significant effect on brand loyalty in the Tokopedia application.

H4: Social Media Marketing variable has an effect on Brand Loyalty

Based on the results of hypothesis testing, it shows that social media marketing has a regression coefficient value of 0.489 with a significant value of $0.000 < 0.05$. This means that H0 is rejected, so it can be concluded that the social media marketing variable has a positive and significant effect on brand loyalty in the Tokopedia application.

H5: Perceived Quality variable affects Brand Loyalty

Based on the results of hypothesis testing, it shows that perceived quality has a regression coefficient value of -0.010 with a significant value of $0.947 > 0.05$. This means that H0 is accepted, so it can be concluded that the perceived quality variable has no effect and is not significant on brand loyalty in the Tokopedia application.

b. Discussion

Hypothesis first states that social media marketing has an effect positive and significant to brand loyalty. Test results hypothesis shows that social media marketing *g* (SMM) has a coefficient regression of 0,173 with a significance of $0,000 < 0,05$. Respondent evaluates learning entrepreneurship as the following: The highest mean value on the social media marketing variable with the question "I can " with easy access account Tokopedia social media and I got with easy access account Tokopedia social media" p this proved with the mean value is 3,85. Meanwhile, the highest mean value on the brand trust variable is 3.96 with the question "I believe in Tokopedia products ". Everything's mean value > 3 on a scale of 1 to 5 which means accepted ." This result is supported by research conducted by (AMALINA, 2016)) which shows the existence connection positive and significant between social media marketing and brand trust. The result shows that when social media marketing is getting good managed then brand trust will the more increase. That thing explains the more good social media management as a marketing medium (social media marketing), the easier it to build brand trust.

Hypothesis second, which states that perceived quality has an effect positive and significant to brand trust. Test results hypothesis showing *perceived quality* own Mark coefficient regression of 0,449 with Mark significant of $0,000 < 0,05$. Influential perceived quality to brand trust can seen through the highest mean value on the perceived quality variable with the question "I believe Tokopedia is able to " operate function as application online shopping with good", this proved with the mean value is 3.89". Meanwhile, the highest mean value on the brand trust variable is 3.96 with the question "I believe in Tokopedia products ". Indicator value respondent show own Mark of > 3 which indicates that perceived quality has an effect to brand trust. This result is supported by results research (Izzati, 2019) states that perceived quality gives influences by positive and significant to brand trust. This thing means the more good impression consumer to quality a brand than the more high trust consumer to the brand and more bad impression consumer to a brand, then the more low trust consumer against the brand.

Hypothesis third, brand trust is influential positive and significant to brand loyalty. Test results hypothesis showing *brand trust* own Mark coefficient regression as big as 0,832 with Mark significant of $0,000 < 0,05$. Respondents evaluate practice entrepreneurship as the following: influential brand trust to brand loyalty can see through the highest mean value on the brand trust variable with the question "I believe in Tokopedia products " with a mark of 3,96. Meanwhile, the highest mean value on the brand loyalty variable is with the question "I will " recommend to others for shopping at Tokopedia",

this proved with the mean value is 3,77. Indicator value respondents show that brand trust and brand loyalty have value >3 which indicates that brand trust matters to brand loyalty. This thing supported by research conducted by (Kurniawan, 2017)) which states that trust to something brand is something factor that can influence loyalty customers to a brand. The more tall trust in something brand will the more Upgrade loyalty customer.

Hypothesis Fourth, social media marketing is influential positive and significant to brand loyalty. Test hypothesis showing social media marketing own Mark coefficient regression of 0,489 with Mark significant of $0,000 < 0,05$. Influential social media marketing to brand loyalty can be seen through the highest mean value on the social media marketing variable with the question "I can " with easy access account Tokopedia's social media and "I can " with easy access account Tokopedia social media" with Mark of 3,89. Meanwhile, the highest mean value on the brand loyalty variable is with the question "I will recommend to others for shopping at Tokopedia", this proved with the mean value is 3,77. Indicator value respondent shows that accompaniment lecturer owns value >3 which indicates that social media marketing has an effect positive to brand loyalty. This thing supported from research conducted by (Irawan & Hadisumarto, 2020) that is activity *social media marketing* will show an impact positive to *brand loyalty*. Customer loyal with an attitude positive that has intention visit back online platform fueled by updated, trendy and based media information.

Hypothesis fifth, the perceived quality does not take effect to brand loyalty. testing hypothesis showing perceived quality own Mark coefficient regression of -0.010 with Mark significant of $0.947 < 0.05$. Perceived quality that does not take effect to brand loyalty can be seen through the highest mean value on the perceived quality variable with the question "I believe Tokopedia can "operate function as application online shopping with good ", this proved with the mean value is 3.89. Meanwhile, the highest mean value on the brand loyalty variable is with the question "I will " recommend to others for shopping at Tokopedia", p this proved with the mean value is 3.77. This result is supported by research conducted by (Yudiabisma & Ali, 2019) Perception quality to overall quality or superiority something product or service related with expected meaning by objective impression quality no could apply because related with perception and level interest for consumer.

5. Conclusion and Recommendation

Conclusion

Based on the results study could be concluded that study this show that 4 out of 5 hypotheses follow the formula of the proposed hypothesis and 1 of 5 hypotheses no in accordance or proven, while the details is as follows:

- a. Based on results research and discussion is known that social media marketing has an effect positive and significant to brand trust. The study obtained showing results existence connection is positive and significant between social media marketing and brand trust. The result shows that when social media marketing is getting good managed then brand trust will the more increase. That thing explains that the more good social media management as a marketing medium the easier it is to build brand trust.
- b. Based on results research and discussion is known that social media marketing has an effect positive and significant to brand trust. The study obtained showing results existence connection a positive and significant between social media marketing and brand trust. The result shows that when social media marketing is getting good managed then brand trust will the more increase. That thing explains

- that the more good social media management as a marketing medium (social media marketing) the easier to build brand trust.
- c. Based on results research and discussion is known that brand trust is proven to take an effect positive and significant to brand loyalty. Trust in something brand is something factor that can influence loyalty customers to a brand. The more tall trust to something brand will the more upgrade loyalty customer that.
 - d. Based on results of research and discussion is known that social media marketing is proven to take effect positive and significant to brand loyalty. Customer loyal with an attitude positive that has intention visit back online platform fueled by updated, trendy and based media information.
 - e. Based on results research and discussion is known that the perceived quality is proven no influential and not significant to brand loyalty. Perceived quality is the evaluation of consumer to superiority or superiority product by whole . Perceived quality is based on the evaluation subjective consumer to quality product.

Recommendation

The recommended suggestion is that Tokopedia can maintain consumer trust, image and quality can be continuously improved by Tokopedia. To improve the *perceived quality* of product performance, it must be maintained so that it continues to run as promised by the company. The local e-commerce image that has been attached to the brand should be maintained properly, namely with the right promotion.

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