

# Do Social Media Marketing Activities Build Long-Term Relationships? An Empirical Study of Indonesian Cosmetic Brand on Gen Z

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**Abstract.** Social Media Marketing (SMM), which offers two-way communication between brand and customer, has been widely used for marketing activities as a communication channel. Drawing from the tenets of Stimulus-Organism-Response (SOR) framework, the present study examined how social media marketing activities (SMMA) affect brand loyalty with brand experience and relationship quality as the mediators for Indonesian cosmetic brand. Empirical evidence was collected from 300 cosmetic users who follow specific Indonesian cosmetic brand on social media and have purchased cosmetic items from that brand. The results of structural equation modelling revealed that SMMA has a beneficial influence on brand experience and relationship quality, brand experience and relationship quality are significant mediators in the relationship between SMMA and brand loyalty, SMMA has no direct influence on brand loyalty, and brand experience significantly influences relationship quality. The findings go beyond the existing literature on Social Media Marketing Activities (SMMA) by providing a holistic model for customer behavior outcome (brand loyalty) in perceiving SMMA through brand experience and relationship quality and confirming the relationship between SMMA and brand experience to relationship quality. This research suggests that managers optimize SMMA and the brand experience dimension to improve relationship quality, significantly promoting brand loyalty for building a long-term relationship.

## 1 Introduction

Positioned as the world's 4th largest country with over 272 million people, Indonesia has become a promising market for various industries, including cosmetics (Candra 2019; Briliana and Mursito 2017). With the average age of 15 to 18 years for first cosmetic usage in Indonesia and the facts of the high growth rate of Indonesian people at a young age, the growth of the cosmetic industry is also growing linearly, corresponding with the increasing growth of the cosmetic sector in Indonesia (Nurrohmah et al. 2021). In 2017, the cosmetic industry grew by 6.35%; in 2018, the cosmetic industry grew by 7.36%; in 2019, the cosmetic industry grew by 9%; and in 2020, the cosmetic industry grew by 9.39% (Media Indonesia, 2021). Competition has encouraged introducing of new products and services, lowering entry barriers and making markets more competitive. However, brands often find it more challenging to retain customer loyalty toward specific brands (Kim and Ko, 2012).

In the light of technological advancements and the evolution of marketing communication from transactional to relationship-based, social media platforms have recently and widely used as communication channels for marketing activities as it

offers two-way direct communication, allowing brands and customers to communicate with each other regardless of time, location, or medium (Kim and Ko 2012). Accordingly, marketers must retain meaningful customer-brand relationships and communicate value propositions on social media (Khan 2022). Previous studies considered social media marketing activities (SMMA) to offer an effective way to improve relationship equity, brand equity, and value equity (Kim and Ko 2012), brand awareness and brand image (Seo and Park 2018), brand loyalty (Bilgin 2018, Khan 2019, Ibrahim et al. 2021, Fetais et al. 2022). Bilgin (2018) discovered that SMMA is an influential variable influencing brand loyalty; further, the researcher suggested that social media marketing activities that boost brand loyalty are dependent on contextual factors (Bilgin 2018, Wibowo et al. 2020; Ibrahim et al. 2021; Fetais et al. 2022).

Previous studies have understudied the several contextual factors of SMMA and brand loyalty relationship; however, the relationship between contextual factors and brand loyalty in the existing literature is relatively weak (Bilgin 2018; Fetais et al. 2022; Ibrahim et al. 2021). Yet, a study by Wibowo et al. (2020) found relationship quality as the mediator between SMMA and brand loyalty is a strong mediator

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by combined SMMA and customer experience dimensions. In addition, Ibrahim et al. (2021) argued that the more effective the connection, the stronger the consumer-brand relationship, and hence the more loyal consumers to the brand. Relatedly, to determine the long-term relationships strategy, the author proposes both direct and indirect relationships with brand experience and relationship quality as the potential mediators between SMMA and brand loyalty, where SMMA and brand experience are determined dimensions of relationship quality. Therefore, the objectives of this study are to investigate the influence of SMMA and brand experience on relationship quality and to investigate the mediator factors of brand experience and relationship quality in the SMMA to brand loyalty relationship. Under these objectives, the author contributes to the SMMA, relationship quality, and brand loyalty literature. Additionally, marketers will benefit from the findings to enhance brand loyalty to build long-term relationships.

## 2 Literature Review

### 2.1 Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) theory, as defined by Mehrabian and Russell (1974), posits that external stimuli (S) evoke the cognitive and emotional internal states of consumers (O) and drive the consumers to certain behavioral response (R) in either positive or negative ways. This approach can be used and has been used frequently in previous studies for the theoretical background in social media marketing activities study, where the study by Koay et al. (2020) examined SMMA as stimuli (S), brand experience as an organism (O), and consumer-based brand equity as a response (R); and the study by Ibrahim et al. (2021) examined SMMA as stimuli (S), brand trust and loyalty as an organism (O), and revisit intention as a response (R). In parallel, this study examines perceived social media marketing activities (SMMA) as stimuli that stimulate customers' responses to brand social media. As a result of engaging in social media marketing activities (S), in this context, brand experience and relationship quality are assigned as the organism (O), referring to the emotional states and cognitive evoke by stimuli, while brand loyalty is assigned as the response (R), reflecting specific behavioral consumers response.

### 2.2 Social Media Marketing Activities (SMMA)

With the increased use of social media adoption within an organization, social media in marketing is characterized as a channel for establishing relationships with customers (Kelly et al. 2010). Social media marketing (SMM) is defined by Kim and Ko (2012) as a two-way conversation that seeks empathy and enforces familiar feelings with users linked with brands. In addition, Sheth and Kim (2017) argued that building an emotional connection can influence consumers' attitudes toward a brand on social media. This study

incorporates SMMA by utilizing Kim and Ko's (2012) SMMA components, which are entertainment, interaction, trendiness, customization, and word of mouth (WOM) as it more relevant to the study context. SMMA's entertainment component is one of the main reason consumers adopt social media because it entertains them and it evokes good emotions, influencing brand attitudes (Sheth and Kim, 2017). The SMMA interaction components describe cyberspace for customers to talk, share, and exchange ideas, where two users can have an interactive dialogue while others can watch or join the conversation (Ariel and Avidar 2015). The trendiness components of SMMA represent the most recent information on social media (Kim and Ko 2012). The customization component of SMMA displays a brand's capacity to give personalized information to customers from diverse sources, resulting in good perceived control and customer satisfaction (Seo and Park 2018). Lastly, the WOM component of SMMA is described as an online user interaction about a brand (Khan 2022).

### 2.3 Brand Experience (BX)

Brand experience is defined as subjective customer response and behavioral response to brand-related stimuli part of a brand's design and identity, packaging, communications, and settings (Brakus et al. 2009). Existing research categorizes brand experience dimensions as sensory, emotional, cognitive, relational, and behavioral (Nysveen et al. 2012), and sensory, affective, intellectual, and behavioral (Brakus et al. 2009). Additionally, the online environment can evoke the brand experience since it allows for interactivity and a real-time brand experience, empowering customers to engage with the brand and other customers (Morgan-Thomas and Veloutsou 2013). According to Brakus et al. (2009), brand experience has a behavioral impact on consumer satisfaction and loyalty directly and indirectly through relationship quality (Francisco-Maffezzoli et al. 2014).

### 2.4 Relationship Quality (RQ)

The term "relationship quality" emerged from previous research of relationship marketing, where it is defined as a meta construct comprised of several key components reflecting the overall nature of relationships between companies and consumers (Rauyruen and Miller 2007, Hennig-Thurau et al. 2002). Previous research has defined the relationship quality component as trust and satisfaction (Wibowo et al. 2020), trust, commitment, satisfaction, service quality (Rauyruen and Miller 2007), and trust, satisfaction, and commitment (Hennig-Thurau et al. 2002). However, the constructs relationship quality of this study only focuses on satisfaction and commitment. It only consists of satisfaction and commitment because customer satisfaction positively influences continuance intention, and commitment is a potential driver of loyalty (Masri et al. 2019, Gustafsson et al. 2005).

## 2.5 Brand Loyalty (BL)

Losing consumers in today's highly competitive environment is costly (Athanasopoulou, 2009). Previous studies argued that establishing brand loyalty can lower customer acquisition costs (Chinomona 2016), as some researchers argue that the cost of acquiring new customers is higher than the cost of retaining current customers (Kumar et al. 2011, Keisidou et al. 2013), or even up to six times higher (Chinomona 2016). As a result, scholars contend that brand loyalty has been leveraged to gain a competitive advantage (Denoue and Saykiewicz 2009, Iglesias et al. 2011, Chinomona 2016).

Loyal consumers are one of a brand's competitive assets, classified as emotional creatures who are highly motivated by their desire to maintain a relationship with the brand with which they have an emotional connection (Chinomona 2016). Although researchers currently lack agreement on brand loyalty definitions and metrics, previous studies claim that brand experience and commitment are acceptable brand loyalty measures (Khabiraj and Shanmugan 2010). According to the literature and the findings of Chinomona's (2016) latest study, the brand experience can, directly and indirectly impact loyalty via relationship quality as a mediator (Francisco-Maffezzolli et al. 2018). Furthermore, previous research has discovered that relationship quality, directly and indirectly, affect loyalty (Rauyruen and Miller 2007). As a result of prior research, this study employs brand experience and relationship quality to be measured as the moderators of brand loyalty.

## 2.6 Hypothesis Development

### 2.6.1 Brand Experience (BX) as Mediator

Based on the S-O-R approach proposed in this study, perceived social media marketing activities act as stimuli (S) that evoke brand experience (O). As previously mentioned, brand experience is described as a behavioral response evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and setting (Brakus et al. 2009). Additionally, previous study discovered that brand experience can be evoked through online environment (Morgan-Thomas and Veloutsou 2013). Accordingly, SMMA, an online-based environment, may stimulate (S) consumers' cognitive and emotional internal states (O), which in this context is brand experience. In parallel, studies by Khan (2022) and Zollo et al. (2020) have identified that SMMA stimulates brand experience. Thus, based on the S-O-R method and the findings of prior studies, the study proposes that perceived SMMA influence brand experience:

*H1: Perceived social media marketing activities (SMMA) have a positive influence on brand experience (BX)*

Continuing the previous approach, the S-O-R approach proposed in this study, brand experience, which operates as an organism, drives consumers towards a certain behavioral response, wherein this context is brand

loyalty. According to Maheshwari et al. (2014), brand experience is the factor or driver of brand loyalty. In parallel, numerous studies have discovered that brand experience influences brand loyalty (Brakus et al. 2009, Iglesias et al. 2011, Nysveen and Pedersen 2014, Chinomona 2016, Ong et al. 2018). Additionally, studies found that brand experience influences consumer satisfaction and commitment, which are the components of relationship quality proposed in this study (Human-Ramirez and Merunka 2019, Brakus et al. 2009, Das et al. 2019). Accordingly, studies have discovered that brand experience indirectly influences brand loyalty through relationship quality as a mediator (Francisco-Maffezzolli et al. 2018, Lee and Kang 2012). As a result, based on the S-O-R approach and previous research, the following hypothesis was proposed:

*H4: Brand experience (BX) have a positive influence on relationship quality (RQ)*

*H5: Brand experience (BX) have a positive influence on brand loyalty (BL)*

### 2.6.2 Perceived Social Media Marketing Activities (SMMA) and Brand Loyalty (BL)

Several studies have found a direct link between SMMA and brand loyalty. Bilgin (2018) identified a direct relationship between SMMA and brand loyalty and an indirect relationship with the mediating variables of brand awareness and brand image. Khan (2019) established a direct relationship between SMMA and brand loyalty. Furthermore, Ibrahim et al. (2021) discovered a direct relationship between SMMA and brand loyalty and an indirect relationship with the mediating variable of brand trust. However, Fetais et al. (2022) found no direct relationship between SMMA and brand loyalty; instead, the study discovered an indirect relationship through the mediating effect of community participation and lovemark. Yet, since studies that show a direct relationship between SMMA and brand loyalty are more frequent, the study proposed the subsequent hypothesis:

*H2: Perceived social media marketing activities (SMMA) have a positive influence on brand loyalty (BL)*

### 2.6.3 Relationship Quality (RQ) as Mediator

According to the S-O-R theory approach provided in this study, perceived social media marketing activities act as external stimuli formed through entertainment, interaction, trendiness, personalization, and word-of-mouth (Kim and Ko 2012). The customization dimension in social media, which assisted companies in communicating their uniqueness and optimizing information provided, significantly increased customer satisfaction and commitment compared to non-customization (Seo and Park 2018, Fung 2008). Accordingly, SMMA as the stimulus, forming through interaction and customization, can evoke customers' satisfaction and commitment; in this context, satisfaction and commitment are constructed as relationship quality. Therefore, the study proposed that perceived SMMA influences relationship quality:

*H3: Perceived social media marketing activities (SMMA) have a positive influence on relationship quality (RQ)*

According to the S-O-R paradigm proposed in this study, relationship quality as an organism (O) drives customer response (R), which is brand loyalty. It is evidenced by several studies that found relationship quality affect brand loyalty (Hennig-Thurau et al. 2002, Rauyruen and Miller 2007, Huang et al. 2014, Adhikari and Panda 2019). Accordingly, the study proposed that relationship quality influences brand loyalty:

*H6: Relationship quality (RQ) has a positive influence on brand loyalty (BL)*

### 3 Methods

This research was established using quantitative methods and carried out at DKI Jakarta, Indonesia from January to April 2022. The data sample was collected from the 4th to the 9th of February and conducted online throughout the Java area. The population of this study consists of cosmetics customers who used social media in the Java region, which comprises Jawa Barat, Jawa Tengah, Jawa Timur, Banten, DKI Jakarta, and DI Yogyakarta. According to Nurrohmah et al. (2021), in Indonesia, most of the ages for the first time using cosmetics are between the ages of 15 and 18 years, which is the adolescent stage. In parallel, the ages for initially accessing social media range from 13 to 17 years old (Statista, 2021). Furthermore, the Java area was chosen because Java island has the highest population density in Indonesia, accounting for more than 50% of the population (Dsikowitzky et al. 2019). With half of Indonesia’s population residing in the Java region, the researcher expected the research findings to be generalizable to all islands or provinces in Indonesia. Accordingly, in estimating the target population, the number of cosmetic customers who use social media, the researchers calculate the total population within the Java area between 15 and 65 above, including both females and males, which is 117,323,985 people (BPS, 2020).

In determining the sample, the study uses the purposive sampling method and conducted a preliminary test to select a sample of Indonesian cosmetic brands and spread it to 20 (twenty) beauty enthusiasts through an online survey. They were asked to mention 3 (three) Indonesian cosmetic companies with which they are familiar. The pre-test findings show Wardah with nine times mentioned, followed by Somethinc with eight times mentioned. However, Wardah cosmetics have been extensively studied (Samosir et al. 2016, Aisyah 2017, Amalia 2019, Salere et al. 2019); the researchers chose Somethinc as a sample of Indonesian cosmetic brands in this study. Accordingly, the sampling frame includes people who follow Somethinc on social media. Thus, the sample selection eligibility criteria were as follows: 1) follow Somethinc on social media, representing social media users in the population; and 2) purchase Somethinc's cosmetic item, representing cosmetic customers in the population. In addition, by identifying and setting the parameter by at least purchasing a Somethinc item once, the respondents are

expected to have experience with the brand and plausible to have the intention to try other products of Somethinc, which aligns with the measurement indicator of brand loyalty in this study. The minimal sample size for this study is 110 respondents and this study obtained a total sample size of 300 respondents.

### 4 Data Collection

This study utilizes the data collection using primary data and collecting using an online questionnaire survey through a Google Form. The questionnaire’s list of questions is adapted from previous research to meet the research objective and measured using a five-point Likert scale on each query. Likert scales are a measurement scale with five response categories ranging from 1 for “strongly disagree” to 5 for “strongly agree,” requiring respondents to identify their level of agreement or disagreement with each of the questionnaire’s statements (Malhotra 2015). In this context, scale 1 (one) ranges from 1.00 to 1.80; scale 2 (two) ranges from 1.81-2.60; scale 3 (three) ranges from 2.61-3.40; scale 4 (four) ranges from 3.41-4.20; and scale 5 (five) ranges from 4.21 to 5.00. (Sozen and Gufun 2019). The Likert scale options in this study can be seen in Table 1.

**Table 1.** Five-Point Likert Scale and Range

Definition	Scale	Range
Strongly Disagree	1	1.00 – 1.80
Disagree	2	1.81 – 2.60
Neither/Nor Agree	3	2.61 – 3.40
Agree	4	3.41 – 4.20
Strongly Agree	5	4.21 – 5.00

The questionnaire contained 18 questions related to the demographic of the respondents and 18 questions linked to the studied variables as a construct in the conceptual framework model in Figure 1: 5 (five) items to measure Social Media Marketing Activities (SMMA) modified from Kim and Ko (2012) and Seo and Park (2018), 4 (three) items to measure brand experience (BX) modified from Brakus et al. (2009), 5 (five) items to measure relationship quality (RQ) modified from Hennig Thurau et al. (2002), and 4 (four) items to measure brand loyalty (BL) modified from Kim and Lee (2019). The measurement items on each variable are presented in Table 2.

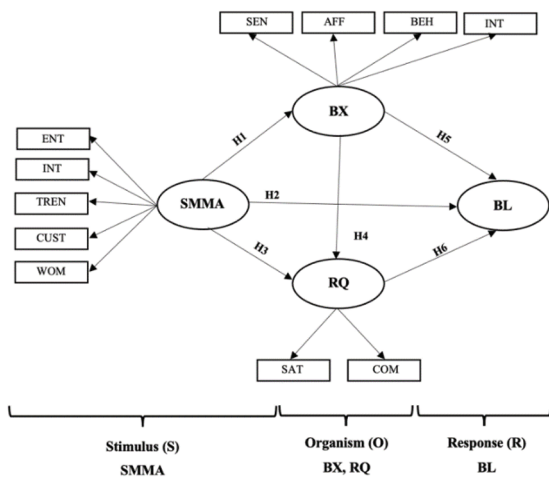


Fig. 1. Framework Model

Table 2. Operational Model

Variable	Construct	Measurement Items
Social Media Marketing Activities (Kim and Ko 2012, Seo and Park 2018)	Entertainment	I am interested in the content of cosmetic products displayed on Somethinc's social media (SMMA1)
	Interaction	I can share information about cosmetic products on Somethinc's social media with others (SMMA2)
	Trendiness	I always get the latest information from the content featured on Somethinc's social media (SMMA3)
	Customization	I can find the information I need about Somethinc cosmetic products on their social media (SMMA4)
	Word of Mouth	I like to share information about Somethinc cosmetic products on their social media to my friends (SMMA5)
Brand Experience (Hennig-Thurau et al. 2002)	Sensory	In my opinion, the appearance of Somethinc cosmetic products looks attractive (BX1)
	Affective	In my opinion, Somethinc cosmetic products are not attractive at all (BX2)
	Behavioral	As a customer, I always actively follow the development of Somethinc cosmetic

	Intellectual	products (new products, events, promotions) (BX3) Somethinc cosmetic products stimulated my curiosity to find out more (BX4)
Relationship Quality (Brakus et al. 2009)	Satisfaction	For me, using Somethinc cosmetic products is the right choice (RQ1) I have always loved cosmetic products from Somethinc (RQ2)
	Commitment	I am committed to always using Somethinc cosmetic products (RQ3) Using Somethinc cosmetic products means a lot to me (RQ4) I will always remain loyal to using Somethinc cosmetic products (RQ5)
Brand Loyalty (Kim and Lee 2019)	Brand Loyalty	I will buy Somethinc cosmetic products for my next purchase of cosmetic products (BL1) I prefer to buy Somethinc cosmetic products than other brands (BL2) For me, Somethinc is the first choice cosmetic product when buying local cosmetic products (BL3) I would recommend Somethinc cosmetic products to others (BL4)

## 5 Results and Discussion

The results presented in Table 3 show that all of the measurement items, except BX2, are greater than the required value of outer loading, which is greater than 0.6. It indicates all of the measurement items are reliable except BX2. Therefore, BX2 items were eliminated. The author assumes that BX2 results in negative outer loading values due to negative statements that miss understood by the respondents as besides item BX2, all of the items are positive statements. In addition, the Cronbach's Alpha, rho\_A, and composite reliability on each variable meet the criteria, where the minimum value of Cronbach's Alpha and rho A is 0.7 and Composite Reliability is between 0.6 and 0.95, indicating variable tested in this study are internally consistent and reliable.

For the validity, according to Table 3, the average variance extracted (AVE) value of social media

marketing activities, brand experience, relationship quality, and brand loyalty are 0.575, 0.653, 0.740, and 0.694, respectively. The results of AVE on the tested variables are greater than the minimum required value

of greater than 0.5, suggesting that all variables tested are valid.

**Table 3.** Operational Model

Construct	Item	Loading	Alpha	rho_A	CR	AVE
SMMA	SMMA1	0.757	0.815	0.820	0.871	0.575
	SMMA2	0.790				
	SMMA3	0.771				
	SMMA4	0.705				
	SMMA5	0.765				
BX	BX1	0.650	0.726	0.758	0.847	0.653
	BX2	-0.057				
	BX3	0.858				
	BX4	0.895				
RQ	RQ1	0.834	0.912	0.913	0.934	0.740
	RQ2	0.818				
	RQ3	0.893				
	RQ4	0.880				
	RQ5	0.875				
BL	BL1	0.847	0.853	0.855	0.901	0.694
	BL2	0.868				
	BL3	0.827				
	BL4	0.789				

Table 4 presented the results of the multicollinearity test on each tested model, where the variance inflation factor (VIF) value of less than 5 indicates the independent variable on each model is free of multicollinearity. According to Table 4, the VIF value of model 1 is 1.00, suggesting that social media marketing activities are variable and free of multicollinearity. In addition, based on Table 4, the VIF value of model 2 is both 1.851, suggesting that social media marketing activities and brand experience variables are free of multicollinearity. Lastly, Table 4

shows the results of VIF value on model 3, which are 2.064, 2.387, and 2.209, respectively, suggesting that social media marketing activities, brand experience, and relationship quality variables are free of multicollinearity. Since all of the models are free of multicollinearity, indicating each independent variable on each model is not collated with each other and would not cause any instability in the subsequent regression analysis.

**Table 4.** Multicollinearity Test on Models 1, 2, and 3

Model 1	Collinearity Statistics	Model 2	Collinearity Statistics	Model 3	Collinearity Statistics
	VIF		VIF		VIF
(Constant)		(Constant)		(Constant)	
X1 SMMA	1.000	X1 SMMA	1.851	X SMMA	2.064
		Y1 BX	1.851	Y1 BX	2.387
				Y2 RQ	2.209
Dependent Variable: Y1 or Brand Experience		Dependent Variable: Y2 or Relationship Quality		Dependent Variable: Z or Brand Loyalty	

**Table 5.** t-Test Results on Models 1, 2, and 3

	Variable/s	Standarized Coefficient Beta	Standarized Error	T-value	P-value	Criteria	Decision
Model 1	(Constant)	2.974	0.561			Reject H0: T-value > 1.962 or P-value ≤ 0.050 Reject H1:	
	X (SMMA)	0.678	0.030	22.443	0.000		Reject H0
Model 2	(Constant)	-0.952	1.048				
	X SMMA	0.311	0.059	5.233	0.000		Reject H0
	Y1 BX	0.493	0.056	8.746	0.000		Reject H0
Model 3	(Constant)	1.166	0.692				
	X SMMA	0.059	0.051	1.147	0.252	Reject H1	

	Y1 BX	0.206	0.053	3.911	0.000	T-value < 1.962 or P- value > 0.050	Reject H0
	Y2_RQ	0.617	0.055	11.169	0.000		Reject H0

Table 5 displays the t-test results for the variable X, or social media marketing activities, on model 1. Based on the results, the t-value, p-value, and coefficient beta of variable X on model 1 are 22.443, 0.000, and 0.678, respectively. Since the t-value of variable X on model 1 is greater than the t-table ( $22.443 > 1.962$ ) and the p-value of variable X on model 1 is less than alpha ( $0.000 < 0.050$ ), the null hypothesis (H0) should be rejected, and first hypothesis (H1) accepted, indicating that perceived social media marketing activities have a significant influence on brand experience with each increase in the independent variable (SMMA) score increasing the dependent variable (BX) score by 0.678.

Table 5 displays the t-test results for the variable X, or social media marketing activities, on model 2. Based on the results, the t-value, p-value, and coefficient beta of variable X on model 2 are 5.233, 0.000, and 0.311, respectively. Since the t-value of variable X on model 2 is greater than the t-table ( $5.233 > 1.962$ ) and the p-value of variable X on model 2 is less than alpha ( $0.000 < 0.050$ ), the null hypothesis (H0) should be rejected, and third hypothesis (H3) accepted, indicating that perceived social media marketing activities have a significant influence on relationship quality with each increase in the independent variable (SMMA) score increasing the dependent variable (RQ) score by 0.311.

Table 5 displays the t-test results for the variable Y1, or brand experience, on model 2. Based on the results, the t-value, p-value, coefficient beta of variable Y1 on model 2 are 8.746, 0.000, 0.493, respectively. Since the t-value of variable x on model 2 is greater than the t-table ( $8.746 > 1.962$ ) and the p-value of variable Y1 on model 2 is less than alpha ( $0.000 < 0.050$ ), the null hypothesis (H0) should be rejected, and forth hypothesis (H4) accepted, indicating that brand experience have a significant influence on relationship quality with each increase in the independent variable (BX) score increasing the dependent variable (RQ) score by 0.493.

Table 5 displays the t-test results for the variable X, or social media marketing activities, on model 3. Based on the results, the t-value, p-value, and coefficient beta of variable X on model 3 are 1.147, 0.252, 0.059, respectively. Since the t-value of variable X on model 3 is less than the t-table ( $1.147 < 1.962$ ) and the p-value of variable X on model 3 is more than alpha ( $0.252 > 0.050$ ), the second hypothesis (H2) should be rejected, and null hypothesis (H0) accepted, indicating that perceived social media marketing activities do not have a significant influence on brand loyalty.

Table 5 displays the t-test results for the variable Y1, or brand experience, on model 3. Based on the results, the t-value, p-value, and coefficient beta of variable Y1 on model 3 are 3.911, 0.000, 0.206, respectively. Since the t-value of variable Y1 on model 3 is greater than the t-table ( $3.911 > 1.962$ ) and the p-value of variable Y1 on model 3 is less than alpha ( $0.000 < 0.050$ ), the null hypothesis (H0) should be rejected, and the fifth hypothesis (H5) accepted, indicating that brand experience have a significant influence on brand loyalty

with each increase in the independent variable (BX) score increasing the dependent variable (BL) score by 0.206.

Table 5 displays the t-test results for the variable Y2, or relationship quality, on model 3. Based on the results, the t-value, p-value, and coefficient beta of variable Y2 on model 3 are 11.169, 0.000, 0.617, respectively. Since the t-value of variable Y2 on model 3 is greater than the t-table ( $11.169 > 1.962$ ) and the p-value of variable Y2 on model 3 is less than alpha ( $0.000 < 0.050$ ), the null hypothesis (H0) should be rejected, and the sixth hypothesis (H6) accepted, indicating that relationship quality has a significant influence on brand loyalty with each increase in the independent variable (RQ) score increasing the dependent variable (BL) score by 0.617.

The study investigates how social media marketing activities (SMMA) influence brand loyalty through brand experience and relationship quality. The findings of this study contributed provided a holistic model of the antecedents to the customer behavior outcomes (brand loyalty) in perceiving social media marketing activities and confirm SMMA and brand experience of social media marketing to relationship quality. Therefore, the study support the following conclusions. This study finds that the affection of SMMA perceived by the customers significantly influences all brand loyalty drivers: brand experience and relationship quality. The previous findings support it, stating that the SMMA enhances the brand experience and relationship quality (Khan 2022, Wibowo et al. 2021). Relatedly, it can be concluded that brand stimuli from perceived SMMA, such as entertaining content, trendy content, interactive content, brand information content, sharing of brand-originated content, among others, stimulate the form of sensory, behavioral, and intellectual response of customer, which is defined as brand experience (Khan, 2022). The other driver, relationship quality, is also stimulated by SMMA, indicating the SMMA dimension influencing customer satisfaction and commitment. The conclusion that the SMMA dimension results in customer satisfaction and commitment is reinforced by Fung's (2008) prior finding that the customization dimension, one of the SMMA dimensions, significantly increases customer satisfaction and commitment.

The present study does not directly influence SMMA toward brand loyalty even though it is concluded differently from the previous findings that found direct relationship between SMMA and brand loyalty (Ibrahim et al. 2021, Bilgin 2018). The non-significant direct relationship between SMMA towards brand loyalty is justified because most of the sample in this study consists of new customers of the investigated brand. Therefore, it can be concluded that the new customers need brand experience and relationship quality as mediators to form brand loyalty when perceiving SMMA. Relatedly, the indicator of SMM activities, such as entertainment, interaction, trendiness, customization, and WOM, is not enough to influence brand loyalty in the absence of brand experience and

relationship quality. Moreover, to justify the non-significance relation of SMMA and brand loyalty, previous studies do not provide any specific attention to whether the identified samples for the studies are new or old customers. Since this specific notation would also impact the significant direct relation between SMMA and brand loyalty, as if the majority of the samples are old customers, SMMA would significantly influence brand loyalty. In addition, Fetais et al. (2022), in their study of luxury fashion using the same SMMA dimension presented in this study, found that SMMA shows a non-significant relationship to brand loyalty in the absence of mediators, community engagement, and lovemark, implying SMMA dimensions do not sufficiently enough support brand loyalty. This results in a second finding concluding that the relationship between SMMA and brand loyalty may be affected by the sample and SMMA dimension being investigated.

The third findings share the significant influence of the relationship quality on brand loyalty. With the coefficient value of 0.617, relationship quality is considered a strong driver variable and mediator variable of brand loyalty. The statement is also supported by the moderately low coefficient value of other types of driver and mediator variables between SMMA and brand loyalty: Bilgin (2018) identified brand awareness and the brand image as having the coefficient value of 0.321 and 0.222, Fetais et al. (2022) identified love mark and community engagement having the coefficient of 0.282 and 0.41, and Ibrahim et al. (2021) identified brand trust with the coefficient of 0.18. Compared to those mediators and drivers variables between SMMA and brand loyalty, relationship quality could be concluded as a strong mediator variable. Additional support for the finding was also concluded in a previous study by Wibowo et al. (2022), where relationship quality provides a significant coefficient value of 0.749 as the mediator of SMMA and brand loyalty. As a notation, the different coefficient values obtained in this study and the previous study may differ due to different variables in constructing the relationship quality. The previous study by Wibowo et al. (2022) constructs relationship quality with trust and satisfaction and is influenced by SMMA and customer experience, while this study constructs relationship quality with satisfaction and commitment and is influenced by SMMA and brand experience. Concluding from the obtained coefficient value, supported by previous studies, relationship quality is a strong mediating role and crucial role between SMMA and brand loyalty.

The other driver of brand loyalty in this study, brand experience, is also considered a significant influence mediator between SMMA and brand loyalty. Compared to the other mediator and driver variables in previous studies and this study, relationship quality, with a coefficient value of 0.206, the influence of the brand on brand loyalty is considerably low. Yet, the strength of brand experience impacts relationship quality is moderately strong, with a coefficient of 0.493. The strong relation between brand experience and relationship quality has been identified and supported by the prior study by Brakus et al. (2009) that found that brand experience affects customer satisfaction, where

customer satisfaction is the dimension of relationship quality.

Based on the findings, the marketers are advised to optimizing social media marketing activities by paying attention to entertainment, interaction, trendiness, customization, and word of mouth indicators. In addition, marketers also suggested to manage photo quality and well-design description to promoting brand experience and relationship quality. Lastly, due to the limitation of this study, therefore, future studies are recommend to Figure out relevant indicators of SMMA and measure them with the limited sample of new customers, incorporating a broader area of Indonesia, and Examining the model with samples based on specific customer generation.

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