

# The Influence of Social Media Marketing and Brand Image on Brand Loyalty with Brand Awareness as Mediation on Le Minerale Products

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**Abstract**— *Analysing and discussing the impact of social media marketing and brand image on brand loyalty through brand awareness as a mediation on Le Minerale products is the purpose of this study. Quantitative method is used as the methodology by using primary data, the result of distributing questionnaires via google forms. Samples were taken using purposive sample technique of one hundred and fifty respondents from Solo Raya residents who had purchased Le Minerale products. The result of the analysis using Smart PLS stated that in this study, brand awareness as a mediation has no significant influence between social media marketing and brand image on brand loyalty. Between brand awareness and brand loyalty, there was also no significant influence found. However, brand awareness is stated to be able to influence social media marketing and brand image.*

**Keywords**— *Social Media Marketing, Brand Image, Brand Loyalty, Brand Awareness.*

## I. INTRODUCTION

The Ministry of Health Directorate General of Health explains that fluids are substances that make up most of the human body. The amount of fluids needed in a person's body varies depending on each individual. According to [1] drinking water is a primary need in human life because drinking water plays a role in maintaining human health. In household consumption, there are various sources of drinking water that are usually consumed such as springs, wells, PDAM, and bottled water. In March 2023, a survey from the Central Statistics Agency (BPS) obtained survey results that the majority of 40.64% of household drinking water sources in Indonesia are branded bottled water or refilled water. As many as 62.1% of the 1434 respondents from the 2022 Opinion Poll Survey chose Le Minerale as their favorite when it comes to bottled drinking water.

Le Minerale, a product of PT Tirta Fresindo Jaya, has successfully positioned itself in the market since its launch in 2015 with the memorable tagline "kaya ada manis-manisnya" (like there's a hint of sweetness). This tagline has contributed to a strong brand image. Kotler & Keller [2] said that the beliefs and perceptions that customers hold about a brand, which significantly influence their purchasing decisions are called brand image. A strong brand image not only enhances brand awareness but also fosters brand loyalty [3][4]. This is particularly vital for consumer products, where familiarity and trust play crucial roles in driving repeated purchases.

The advent of social media made a revolution in the way information is disseminated and products are marketed. Platforms online such as Facebook, YouTube, TikTok, or Instagram provide opportunities for brands like Le Minerale to engage with consumers and enhance brand awareness through creative and informative content. In this way, the readers of Le Minerale's social media become aware that there is a bottled water brand called "Le Minerale" and there is a possibility to try purchasing the Le Minerale product.

In previous research, a gap was found between the relationship of social media marketing and brand loyalty. According to one study [5] social media marketing does not influence brand loyalty, whereas the other study [6] states that social media marketing influences brand loyalty. Given this context, investigate the influence of social media marketing and brand image on brand loyalty, with brand awareness serving as a mediating factor is the purpose of this study.

## II. LITERATURE REVIEW

### A. Brand Loyalty

According to Suryati [7] brand loyalty can be defined as someone who buys or visits a place repeatedly and regularly.

Brand loyalty is a choice made by consumers to purchase a specific brand compared to buying another brand in the same category, Giddens [2]

Brand loyalty defined as a strong dedication to repurchase again, regardless of marketing efforts and external factors that have the potential to cause behavioral changes [8].

We can draw a conclusion that brand loyalty is someone who prefers to buy a particular brand of product and is committed to doing so again in the future repeatedly and regularly.

### B. Social Media Marketing

According to Gunelius [9], we can call social media marketing as a marketing that makes consumers recall, recognise, and be aware toward a brand using social media tools.

Communication marketing activity that uses social media to promote products or services by using engaging content to attract and convince consumers online is called as social media marketing by Setianingtyas & Nurlaili [10].

In the research [11] explained that marketing using social media is use to introduce, offer, and attract customer interest in a product.

The conclusion, we can say social media marketing is a communication marketing that using social media with the goal of promoting products to create product awareness and attract customers.

C. Brand Image

Brand image is an assumption about a brand portrayed by customers based on their memories, said Kotler and Keller [12].

Based on the research [13] brand image is something that cannot be found as a characteristic in an original product but can be generated through promotion, allowing customers who have used the product to express their feelings about it to others.

brand image is a logical and emotional perception from customers related to a product and makes an important role in the business market, especially in differentiating products. [14].

In conclusion, Brand Image is an assumption or impression of a product depicted by customer memories of the promotions carried out by the company to differentiate one product from another.

D. Brand Awareness

Based on Aaker [12] brand awareness can affect preference, perception, also consumer behavior, which have an impact on purchasing decisions.

According to Kotler and Keller [15], the capability of consumers to recognize or recall a brand with adequate detail when purchasing.

Ability that customers have to remember or identify a product in a specific category, which can be affected by someone’s attitudes and perceptions [14].

The conclusion, we can call brand awareness as a customer’s ability to keep in mind and identify a brand with a specific category with sufficient detail.

III. METHODOLOGY

Study with survey design that uses a quantitative approach is described as research that creates new inventions using statistical methods or other measurement techniques [16]. The population is the community living in Solo Raya (Solo, Sukoharjo, Karanganyar, Boyolali, Klaten, Sragen, and Wonogiri) who have purchased Le Minerale products. This study is used purposive sampling method known as a non-probability sampling method where the samples are taken according to specific criteria for research purposes [17]. The criteria that are expected to obtain a sample that meets the research criteria:

- a) Respondent are familiar with the Le Minerale product.
- b) Respondent are over 17 years old.
- c) Respondent use social media.
- d) Respondent live in Solo Raya.

The determination of the sample size refers to the formula according to [18]. The sample needed is at least have 5 times from the indicators, but sample size that must be met in the

model is a minimum of 100, which is then compared with 5 observations for each parameter. To meet the validity of the PLS calculation analysis and fulfill the minimum criteria, 150 respondents were used as sample with using primary data collected using Google Forms as the data.

Analysis data method that was used in this research are outer models that consists of validity, reliability, also multicollinearity tests and inner models that consists of R-square, effect size, model fit, and hypothesis tests. All the collected primary data was processed using Smart-PLS.

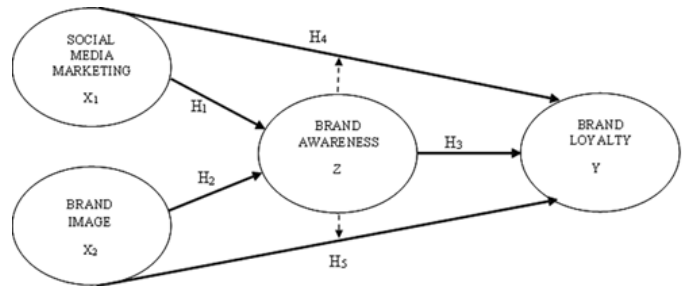


Fig. 1. Research Model

IV. RESULT & DISCUSSION

A. Description of Respondent Data

The description of respondent data aims to describe the characteristics of research respondents to make it easier to understand the characteristics of people who have filled out the research questionnaire. The types of respondent data asked in this research questionnaire are gender, age, and last time buying Le Minerale products. Below is a description of the respondent data that has been obtained:

TABLE I. Respondent Gender

Gender	Frequency (Respondent)	Percentage (%)
Male	58	39
Female	92	61
Total	150	100

Source : Analyzed primary data smart pls,2024

TABLE II. Respondent Age

Age	Frequency (Respondent)	Percentage (%)
18-25	64	43
26-33	27	18
34-40	20	13
≥ 41	39	26
Total	150	100

Source : Analyzed primary data smart pls,2024

TABLE III. Respondent Last Product Purchase

Last Purchase (Week)	Frequency (Respondent)	Percentage (%)
<1	97	65
1-3	32	21
>3	21	14
Total	150	100

Source : Analyzed primary data smart pls,2024

From Tables I, II, and III, the respondents who participated were mostly female. Of the total 150 respondents, there were 58 males who contributed, which covered 39% of the total,

while 92 female respondents covered 61%. Regarding age, respondents were divided into four groups. The 18 to 25 age group consisted of 64 respondents, representing 43%. The 26 to 33 age group consisted of 27 respondents (18%), the 34 to 40 age group consisted of 20 respondents (13%), and the group over 41 years old reached 39 respondents (26%). It can be concluded that the age group that participated the most in this study was 18 to 25 years. In addition, as many as 97 respondents or 65% last purchased Le Minerale products in less than 1 week. A total of 32 respondents (21%) made purchases between 1 and 3 weeks ago, and 21 respondents (14%) had purchased Le Minerale products more than 3 weeks ago. From this data, the majority of respondents are purchased Le Minerale products less than 1 week ago.

**B. Data Analysis**

PLS or Partial Least Square analysis which has a function to analyze quantitative research data is used in this study. Smart PLS is used as a tool or application to help analyze research data. validity & reliability, multicollinearity, model fit, R-square, effect size, and hypothesis testing are techniques applied in processing and analyzing data in this study.

**1. Outer Model**

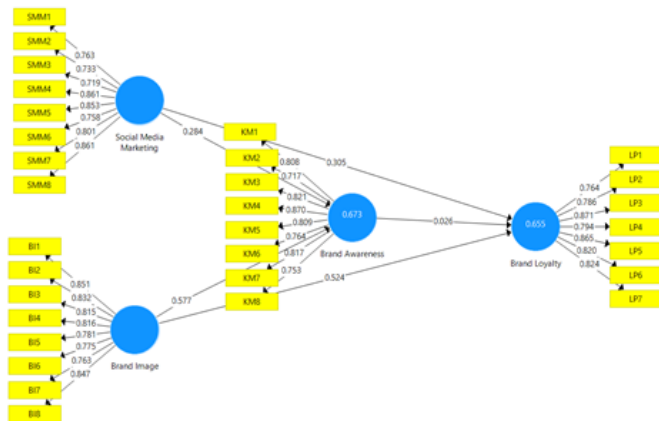


Fig. 2. Outer Model

**1) Validity and Reability Test**

This test is conducted to evaluate the instrument used to determine whether it has the accuracy to measure variables and assess the consistency of the research instrument to produce consistent results.

TABLE IV. AVE & Cronbach's Alpha

Variable	AVE	Cronbach's Alpha
Social Media Marketing (X1)	0.633	0.916
Brand Image (X2)	0.657	0.925
Brand Awareness (Z)	0.634	0.917
Brand Loyalty (Y)	0.670	0.918

Source : Analyzed primary data smart pls,2024

According to the information in Table IV, each variable has an AVE value of more than 0.5. This proves that all variables used in this study can be considered valid. In addition, the value from Cronbach's Alpha produced on all variables has a

value greater than 0.7, which indicates that these variables are reliable.

**2) Multicollinearity Test**

In a research model, correlation should not occur between independent variables or free variables used in the research model. Therefore, a multicollinearity test is conducted on the research model.

TABLE V. Variance Inflation Factor (VIF)

Variable	(X1)	(X2)	(Z)	(Y)
Social Media Marketing			2.706	2.952
Brand Image			2.706	3.723
Brand Awareness				3.060
Brand Loyalty				

Source : Analyzed primary data smart pls,2024

Table V shows the multicollinearity test result using the VIF value. Then the brand image value towards brand awareness and brand loyalty are 2.706 and 3.723 respectively. In addition, the brand awareness variable towards brand loyalty is 3.060. Multicollinearity was not found in the variables used in this study.

**2. Inner Model**

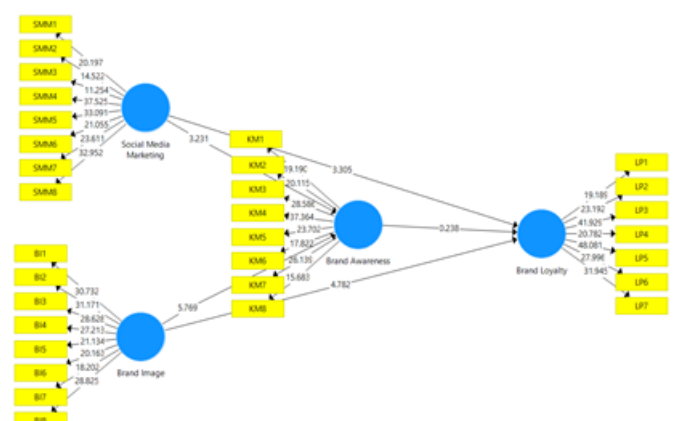


Fig. 3. Inner Model

**1) R-Square**

TABLE VI. R-Square (R<sup>2</sup>)

Variable	R-Square
Brand Awareness	0.673
Brand Loyalty	0.655

Source : Analyzed primary data smart pls,2024

Table VI shows that R square value of brand awareness is 0.673 which means that social media marketing also brand image are variables that has an influence with a value of 0.673 (67.3%) on brand awareness. Brand loyalty produces an R<sup>2</sup> value of 0.655, from here it can be explained that the variables of social media marketing, brand image, and brand awareness have an influence of 0.655 (65.5%) on brand loyalty. The R square value produced in the results of this analysis is between 0.51 and 0.99, meaning that there is a strong correlation.

**2) Effect Size**

This test is used to determine the small, medium, large or no influence on the variables individually. If the F2 value is 0.02, it means there is a small influence, if 0.15 it means there is a medium influence, and if 0.35 it means there is a large influence on the variable.

TABLE VII. Effect Size

Variable	(X1)	(X2)	(Z)	(Y)
Social Media Marketing (X1)			0.091	0.092
Brand Image (X2)			0.376	0.214
Brand Awareness (Z)				0.001
Brand Loyalty (Y)				

Source : Analyzed primary data smart pls,2024

It can be concluded from what is explained in table VII above, which states that social media marketing makes a small influence to brand awareness and brand loyalty, seeing that its value is above 0.02 but below 0.15, namely 0.091 and 0.092. Then the strong influence to brand awareness because the results obtained were greater than 0.35, namely 0.376. Moderate influence has been discovered on brand image to brand loyalty, seeing that the value is 0.214 which is more than 0.15 and below 0.35. However, brand awareness has no influence or has a very small influence on brand loyalty because its value is below 0.02, which is 0.001.

3) Model Fit

The model fit test is a test that can be seen from the Q<sup>2</sup> value. This test is conducted to measure a model in research. The higher value of Q<sup>2</sup>, the better model will be. Below is the formula used to calculate the Q<sup>2</sup> value.

$$\begin{aligned}
 Q^2 &= 1 - (1 - RZ^2)(1 - RY^2) \\
 &= 1 - (1 - 0.673)(1 - 0.655) \\
 &= 1 - (0.327)(0.345) \\
 &= 1 - 0.112815 \\
 &= 0.887185
 \end{aligned}$$

The calculation results state that the Q<sup>2</sup> value is 88.7%. This explains that 88.7% of the variance is explained within the research model, while the remaining 11.3% is explained by other factors outside the research model.

4) Hypothesis Test

This test uses path coefficient which is intended to analyze direct effects and analyze mediation effects using specific indirect effects.

TABLE VIII. Path Coefficient and Specific Indirect Effect

Variable	TStatistics	PValues
Social Media Marketing to Brand Awareness	3.703	0.000
Brand Image to Brand Awareness	6.619	0.000
Brand Awareness to Brand Loyalty	0.237	0.813
Social Media Marketing to Brand Awareness to Brand Loyalty	0.229	0.819
Brand Image to Brand Awareness to Brand Loyalty	0.232	0.816

Source : Analyzed primary data smart pls,2024

Based on the table VIII above,

- Social media marketing has a significant influence on brand awareness. Based on the path coefficient test, the t-statistics for H1 is 3.703, which is more than the t-table of

1.96, and the p-value is 0.000, which is less than 0.05. With these results, the result obtained, H1, namely that there is a positive and significant influence of social media marketing on brand awareness, is accepted.

- An influence was found between brand image and brand awareness. H2, namely there is a positive and significant influence of brand image on brand awareness, is accepted. The proof is seen from the tstatistic value which is more than 1.96, namely 6.619 and seen from the p value below 0.05, namely 0.000.
- Brand awareness does not have a significant influence on brand loyalty. In table VIII, it is explained that the tstatistics is 0.237 and the p-value is 0.813. This does not meet the requirement for a variable to have a significant influence. Therefore, it can be concluded that H3, which states that there is a positive and significant influence of brand awareness on brand loyalty, is rejected.
- No indirect influence was found on the social media marketing variable towards brand loyalty mediated by brand awareness. This is because the p-value is greater than 0.05, which is 0.819. This means that H4, which states that there is a positive and significant influence of social media marketing on brand loyalty through brand awareness is rejected.
- In table X, it is explained that the p-value of the relationship between brand image and brand loyalty, mediated by brand awareness, is 0.816. From the test results, it was found that there was no indirect influence detected in that variable. Thus, H5, which states that brand image has a positive and significant effect on brand loyalty through brand awareness as mediation is rejected.

C. Discussion

1. The Influence of Social Media Marketing on Brand Awareness of Le Minerale Products.

The results of the primary data analysis using Smart PLS show that social media marketing has a positive and significant impact on brand awareness. The evidence lies in the tstatistic of 3.703, which is greater than 1.96 and the p-value of 0.00, which is less than 0.05. Therefore, the first hypothesis can be proven that social media marketing has a positive and significant impact on brand awareness of Le Minerale products among the Solo Raya community. This finding indicates that Le Minerale products have been actively interacting and introducing their products through content uploads on social media, allowing the public to recognize and obtain information about Le Minerale products through the social media platforms they use. Research by [19] states that social media marketing has a positive and significant impact on public awareness, which is in line with the results of this study.

2. The Influence of Brand Image on Brand Awareness of Le Minerale Products.

Brand image has a positive and significant impact on brand awareness. This finding is based on a tstatistic of 6.619, which is greater than 1.96, and a p-value of 0.00, which is less than 0.05. This means that the stronger the brand image, the higher the level of public awareness. The second hypothesis was

proven that brand image has a positive and significant impact on Le Minerale products in the Solo Raya community. This finding indicates that the Le Minerale product has a strong brand image, allowing the Solo Raya community to easily recognize the Le Minerale product through characteristics such as its distinctive taste, water quality, and brand reputation. The results of this study are consistent with the findings of [3] which state that a positive and significant influence was found on brand image towards brand awareness on the Shopee platform.

### 3. *The Influence of Brand Awareness on Brand Loyalty for Le Minerale Products*

According to the results obtained after data processing using Smart PLS, it is stated that brand awareness does not have a positive or significant effect on brand loyalty. This is based on the t-statistic result of 0.237, which is smaller than 1.96, and also the p-value, which is greater than 0.05, that is 0.813. This can be interpreted as the increasing brand awareness not leading to an increase in brand loyalty.

Brand awareness, assessed from customers knowledge of the logo, packaging, and tagline, is said to be unable to make the people of Solo Raya loyal to the Le Minerale product. The result is not the same with the research [20] because the study mentioned that brand awareness on brand loyalty has a significant and positive influence.

Le Minerale can try to innovate the existing tagline and packaging with the hope of increasing public awareness of Le Minerale products, thereby enhancing their loyalty to Le Minerale products. Consumers are likely want to know if there is a new innovation from a product. From the consumer curiosity, it can become an opportunity for Le Minerale to gain new customers who may eventually become loyal consumers of Le Minerale products.

### 4. *The Influence of Social Media Marketing on Brand Loyalty with Brand Awareness as Mediation on Le Minerale Products*

From the research data analysis, it was found that brand awareness cannot mediate the influence of social media marketing on brand loyalty. The proof is based on data processing results which state that the t-statistic is 0.229, which is smaller than 1.96, and the p-value is greater than 0.05, which is 0.819. Thus, public awareness does not have a significant and positive mediating effect on the relationship between social media marketing and brand loyalty.

Based on those results, brand awareness in the form of logos, taglines, and packaging known through interactions and social media content has not yet been able to increase the loyalty of the Solo Raya community to Le Minerale products. This result contradicts the research findings of [20] which showed a positive and significant impact.

Le Minerale can hold events more frequently that involve customers on social media with the hope of increasing brand loyalty stemming from brand awareness through social media marketing for Le Minerale products. By organizing events that involve customers, it is expected that customers will become more familiar with and develop an emotional connection to Le Minerale products, which is hoped to make these customers loyal to Le Minerale products.

### 5. *The Influence of Brand Image on Brand Loyalty with Brand Awareness as Mediation on Le Minerale Products*

According to the data analysis results from the research conducted using Smart PLS, it was found that the fifth hypothesis could not be accepted due to the t-statistic being below 1.96, which is 0.232, and the p-value have value bigger than 0.05, which is 0.816. That means indirect influence relationship between brand image and brand loyalty cannot be done by brand awareness. The conclusion is that brand awareness, which includes knowledge of the logo, tagline, and packaging obtained through the brand image of Le Minerale products, has not yet been able to make the people of Solo Raya loyal to Le Minerale products. This result is not the same with the findings of the research by [13]. Le Minerale can consider collaborating with public figures who are widely popular among the public so that the loyalty stemming from brand awareness through the brand image of Le Minerale products can increase. Consumers are expected to become more loyal to a product if well-known individuals such as artists, influencers, or other public figures recommend it. This can be leveraged by Le Minerale to enhance brand loyalty.

## V. CONCLUSION & LIMITATION

### A. Conclusion

Following the analysis results and the discussion that is explained in this study, the conclusion:

1. Between social media marketing and brand awareness of Le Minerale products in Solo Raya an influence was found. This can be proven by the results of the t-statistics of 3.703, which is bigger than the t-table value of 1.96.
2. An influence was found between brand image and brand awareness on Le Minerale products in Solo Raya. This can be proven by the results of t-statistics of 6.619, which is more than the t-table value of 1.96.
3. Between brand awareness and brand loyalty for Le Minerale products in Solo Raya there is no influence found. This can be proven by the results of t-statistics of 0.237, which is less than the t-table value of 1.96.
4. Influence was not found between social media marketing and brand loyalty mediated by brand awareness on Le Minerale products in Solo Raya. This can be proven by the results of the t-statistics of 0.229, which is smaller than the t-table value of 1.96.
5. No influence was found between brand image and brand loyalty mediated by brand awareness on Le Minerale products in Solo Raya. This can be proven by the results of the t-statistic of 0.232, which is less than the t-table value of 1.96.

### B. Limitation

This study found certain limitations including a sample restricted to the Solo Raya region and literature review that discusses brand awareness as mediation on brand loyalty is still hard to find.

For future research, suggestions that might be considered include using other mediating variables such as brand trust, as well as replacing or adding independent variables to make the factors influencing brand loyalty more varied, expanding the scope and increasing the sample size used in subsequent

research, and Le Minerale could consider conducting further research to identify more influential factors in building brand loyalty to Le Minerale products.

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