

The Effects Of Social Media Marketing Activities Through Brand Awareness And Brand Image On Brand Loyalty And Emotional Attachment In Traveloka

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Abstract .

Growth technology Which fast especially development Internet in Indonesia Which give Lots convenience For do interaction. See development Internet Which so fast proven with increasing Internet and social media use in Indonesia. The purpose of this research is to determine the influence of social media marketing activities on brand loyalty and emotional attachment and brand equity which includes brand awareness and brand equity mediates the relationship between the two variables. Traveloka is the object of this research is company Which move on field industry tourist. Method study Which used in study This is method quantitative by collecting data through questionnaires that use scales likert . The number of samples taken in this research was 250 respondents. Criteria Which used For respondents covers followers from Instagram Traveloka And Already do transaction minimum 2x. Analysis data use Structural Equation Modeling (SEM) and processed using Smart software PLS-SEM.

Keywords: Social Media Marketing Activities, Brand Equity, SEM PLS, and E-Tourism.

I. INTRODUCTION

Traveloka is company Travel leading in Asia Southeast Which providing various travel needs on one platform, making it possible users to create moments with loved ones (Yadi, 2018). Traveloka is one of the E-Tourism options for tourists look for information about accommodation lodging, transportation, package holiday and others that are useful for convenience and comfort for tourists. It's fast development Internet in Indonesia and use Internet Already become matter Which No foreign for part circles public Indonesia. Based on data survey APJII on year 2023 user Internet in Indonesia increased from 2022 by 77.02% to 78.19% in 2023 (APJII, 2023). Amount user Internet in Indonesia it reaches 213 million while the Indonesian population is 276.4 million people. The number of internet users in Indonesia reaches 77% of the total Indonesian population. Even for the number of *cellular mobile connections* in Indonesia reach 353.8 Also or 128% from total population public Indonesia (wearesocial.com, 2023). Amount highest user social media in Indonesia will reach 191 million users in 2022 social media (wearesocial.com, 2023). With easy internet access and ease in finding information in today's social media, the tourism industry in Indonesia has taken advantage internet network as a marketing medium to make it easier for people to travel.

E-Tourism is using technology for increase connection tourist, help company Which move on field tourist to be able to improve business processes and increase *knowledge processes sharing* (Jttc.co.id). Traveloka is the most visited travel site by Indonesian people with 7.2 million visits as of March 2022 last year and Traveloka is listed as the largest *unicorn startup from Indonesia* the largest visit compared to other countries by the number of presentations reach 61.22% on December 2021 (Riazaty, 2022). *Rank top brand award* in the site category *online booking* for plane tickets and travel, where Traveloka ranks First as site *online booking* ticket aircraft And Travel. Traveloka ranks first from 2019 to 2022. *Social media marketing* functions as an internal plan or method forming a company's influence and reputation in the customer community potential (Pasaribu & Please, 2020). *Marketing distribution channels* from Traveloka include *direct traffic, referrals, organic search, paid search, social, mail* and *displays*. Traveloka's largest *marketing channel distribution* is through *direct traffic* as big as 46.94%, as for through *organic search* as big as 37.88%, *paid search* as big as 9.92%, *mail* as big as 1.78%.

Whereas *marketing channels distribution* through *social* is at on ranking 3 bottoms from *marketing channels distribution* Which done by Traveloka, *social media* is at before *referrals* as big as 1.07% And *displays* as big as 0.90% And *marketing channels distribution* Which done by Traveloka through *social* amount 1.51% (Similarweb.com, 2023). In Kotler et al (2022) *social media* or sale *online* become more

important at this time as face-to-face contact becomes increasingly difficult and *retailers* Also must use media interactive and social For convey information And create community between *brands* other. Looking at previous research conducted by Malarvizhi et al (2022), discusses SMMAs which influence *brand equity* and *brands loyalty* with *willingness to pay premium price* on product *portable tech gadgets*. Results from study the produce that SMMAs role important in increasing *brand awareness*, especially *brand image* and *brand awareness*. So, *entertainment, trendiness, customization* and *E-wom* as the main drivers to increase *brand awareness* and *brand image*. Then for *brand image* And *brands awareness* give effect significant And positive to *Loyalty brand*. So can said that SMMAs own influence positive to *Brand Loyalty* is mediated by the *brand equity variable* which includes *the brand awareness* and *brands image*.

II. LITERATURE REVIEW

a. E-Service Quality

Marketing is function organization and series process for create, communicate, and deliver value to customers and For manage connection customer with method Which profitable organization and its stakeholders (Kotler and keler, 2016). Marketing communications must provide confidence and evaluation strengthen consumer choices and help them feel comfortable with the brand the (kotler And Keler, 2016). Social media is an internet-based application that offers creation and exchange user-generated content and facilitate interaction and collaboration between participants (rihadh, 2019). The purpose of social media is to achieve goals distribution through interaction (Nalluri et al., 2023). activity marketing media social Which effective very important for form equity brand based consumer which positive, which consists from loyalty brand, perception quality, And awareness brand (Koay et al., 2021). *Entertainment* is advertising's ability to fulfill needs viewer in *aesthetic, enjoyment* And *emotional release* (Maulana et al., 2021).

Interactivity is feature unique Which differentiate *influencers* or *Conventional brands* (Jun & Yi, 2020). *Trendness* is defined as providing customers with information *up to date* about products and services (CI Park & Namkung, 2022). *Customization* is determining How organization can succeed adapt their products and services to maximize value by lowest possible costs (Pallant et al., 2020). *Electronics World of Mouth* is form volunteer consumer through media Internet in give information product Which has used to other consumers based on the experiences they have had (Kadi et al., 2020). *Brand equity* reflect mark company on ownership *brands* which includes the present value and the resulting financial benefits by A *brands* during *brands* the stand (Kotler et al., 2022). *Brand awareness* is *top of mind* in creating excellence competitive Because *brands* considered become point reference for consumer (Kotler et al., 2022). *Brand image* is about what people think and feel when they do it consumers hear or see the *brand name* (Hawkins et al., 2020). *Brand loyalty* is consumer loyalty to a brand committed and have an emotional attachment to *the brand* (Motherbough et al, 2020). *Customers* Which loyal on A *brands* or committed own emotional attachment to *the brand* or company (Hawkins et al., 2020).

III. METHODS

Types of research

Method study Which used in study This is quantitative. Method quantitative is A method study Which try for operate measurement Which Specific on behavior, attitude, And opinion nor knowledge (Indrawati, 2015a). Objective from study causal is for understand variable where Which will become because And variable where Which will be a consequence, as well as to see the relationship between variables independent/free Which influence And variable dependent/bound Which influenced will influential in a way positive or negative (Indrawati, 2015). Study This use model study inductive Which aim for develop theory or hypothesis. Study This use strategy survey. Questionnaire will in share it to sample in accordance condition respondents Which has researcher make it. study This Which become target study is user *social media* Instagram which has follow *accounts social media* Instagram from Traveloka. This research will use 3 variables, namely the first variable as an independent variable is *social media marketing* activities has components of *entertainment, interactivity, trendiness, customization, And Electronics World of Mouth*. So, For variable second as variable dependent are *brand loyalty* and *emotional attachment*.

Then research This has a mediating variable, namely *brand equity* which includes *the brand awareness* and *brand image*. Operational variable in study This combine two journal previous Which become reference for writer. Study previous Which done by Malarvizhi et al (2022), there is 9 variable that is *entertainment, interactivity, trendiness, customization, electronic world of mouth, brands images, brands awareness, brands loyalty* and *willingness to pay premium price*. On study This researcher removes *variables willingness to pay premium price* because it is not in accordance with the internal object study This. So researcher use operational variable from study previous furthermore Which done by Barreda et al (2020), regarding *social media marketing activities*. On study Which done by Barreda et al (2020), researchers used one variable, namely *emotional attachment* which was incorporated into this research. Study This use technique analysis Multivariate. Analysis Multivariate used on This is *Structural Equations Modelling (SEM)*. SEM is merger model regression, analysis factor, and path analysis. SEM uses the regression coefficient values from the procedure regression analysis, latent variables from factor analysis models and path diagrams from path analysis procedure.

Population and sample

On study This, population Which used is user social media Instagram who have followed the Instagram *social media* accounts from Traveloka and has do transaction in Traveloka minimum two transaction. Based on *official* Instagram account from Traveloka on May 28 2023, number of account followers social media Instagram is 971 thousand. In this research, techniques were used *non-probability* sampling with type *purposive sampling*. Technique *non-probability* sampling is technique sampling Which No possible Angora in The population has the same chance of being selected as *a sample* or not It is known whether they have the same opportunities or not (Indrawati, 2015). Respondent criteria which will be made sample is asfollowing:

1. Respondent Already follow *official social media* Instagram from Traveloka
2. Respondents have made minimum transactions twice with Travelok a

Data Collection Techniques

The questionnaire was conducted for get answer from respondents Which including to in *samples* For furthermore done processing data For know results hypothesis. Questionnaire in study This use statement closed Which help respondents For answer with fast And makes it easier researcher For do analysis to questionnaire Which collected. On study This questionnaire will shared to follower *social media* Instagram from Traveloka who have made transactions using it Traveloka by attaching an *online questionnaire link* that can be accessed use *google app forms*.

Research Hypothesis

Based on the description and data presented above, the hypothesis in this research is as follows:

- H1a: Entertainment as part from SMMA own influence positiveto *Brand Awareness*.
- H1b: Entertainment as part of SMMA has a positive influenceto *Brand Image*.
- H2a: *Interactivity* as part from SMMA own influence positiveto *Brand Awareness*.
- H2b: *Interactivity* as part from SMMA own influence positiveto *Brand Image*.
- H3a: *Trendiness* as part from SMMA own influence positiveto *Brand Awareness*.
- H3b: *Trendiness* as part from SMMA own influence positiveto *Brand Image*.
- H4a: *Customization* as part from SMMA own influence positiveto *Brand Awareness*.
- H4b: *Customization* as part from SMMA own influence positiveto *Brand Image*
- H5a: *Electronic World of Mouth* as part of SMMA has influence positive towards *Brand Awareness*.
- H5b: *Electronic World of Mouth* as part of SMMA has influence positive for *Brand Image*.
- H6a: *Brand Awareness* own influence positive to *Brand Loyalty* H6b: *Brand Awareness* has a positive influence on *Emotional Attachments*
- H7a: *Brand Image* has a positive influence on *Brand Loyalty* H7b: *Brand Image* own influence positive to *Emotional Attachments*
- H8a: SMMA through mediation *brands equity* own influence positiveto *Brand Loyalty*
- H8b: SMMA through mediation *brands equity* own influence positiveto *Emotional Attachment*

Research Conceptual Framework

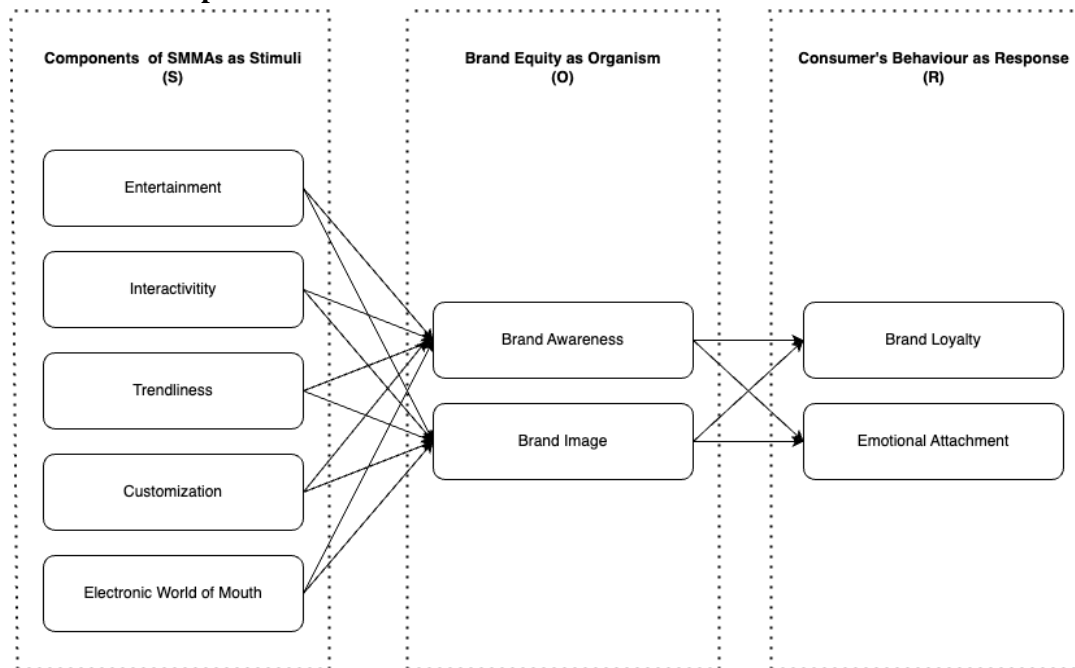


Fig 2. Thinking Framework
 Source: Data Processing Result

IV. RESULTS AND DISCUSSION

Characteristics of respondents who answered the questionnaire based on gender, namely men with a total of 117 with a percentage of 46.80% and women with a total of 133 with a percentage of 53.20%. Based on age under 21 years there are 101 with. The percentage was 40.40%, 128 for 21-25 years with a percentage of 51.20%, 12 for 26-30 years with a percentage of 4.8%, 6 for 31-35 years with a percentage of 2.4%, and 36-40 years for 6. 3 with a percentage of 1.20%. Based on martial status, there were 49 married people with a percentage of 19.60% and 201 singles with a percentage of 80.40%.Based on education, there were 57 high school seniors with a percentage of 22.80%, 182 bachelor’s with a percentage of 72.80, 8 masters with a percentage of 3.2% and 3 Doctors with a percentage of 1.2%. Based on revenue, under Rp. 4,000,000 is 6 with a percentage of 2.40%, Rp. 4,000,000 - Rp. 6,000,000 is 146 with a percentage of 58.40%, Rp. 7,000,000 - Rp. 9,000,000 is 36 with a percentage of 14.4%, IDR 10,000,000 - IDR 12,000,000 as many as 36 with a percentage of 14.4% and more than IDR 12,000,000 as many as 26 with a percentage of 10.40%. Then based on domicile, there are 238 Urban with a percentage of 95.20% and 12 Rural with a percentage of 4.80%.

Demographics	Total	Percentage
Gender		
Men	1 17	46.80 %
Female	1 33	53.20 %
Age		
Under 21 years old	101	40.40%
2 1-25 Years	128	51.20%
26 - 30 Years	12	4.8%
31-35 Years	6	2.4%
36-40 years	3	1.20%
Martial Status		
Married	49	19.60%
Single	201	80.40%
Education		
Senior High School	57	22.80%
Bachelors	182	72.80%
Masters	8	3.2%

Doctor	3	1.2%
Revenue		
Under IDR 4,000,000	6	2.40%
IDR 4,000,000 - IDR 6,000,000	146	58.40%
IDR 7,000,000 - IDR 9,000,000	36	14.4%
IDR 10,000,000 - IDR 12,000,000	36	14.4%
Up IDR 12,000,000	26	10.40%
Domicile		
Urban	238	95.20%
Rural	12	4.80%

Table 1. Respondent Demographics*Source: Data processing results*

There are two stages of measurement model evaluation to analyze the correlation of indicators with constructs. After that, discriminant analysis and convergent validity of measurements are carried out. All measurement indicators in each variable pass the applicable rules, namely the above of each measurement indicator of each variable has a result > 0.7 , so all measurement indicators are valid which can be seen in table 2.

Variable	Items	Loading Factor >0.7	Information
<i>Entertainment</i>	ENT 1	0.824	Valid
	ENT 2	0.717	Valid
	ENT 3	0.905	Valid
<i>Interactivity</i>	INT 1	0.931	Valid
	INT 2	0.821	Valid
	INT 3	0.919	Valid
<i>Trendiness</i>	TRE 1	0.917	Valid
	TRE 2	0.925	Valid
	TRE 3	0.945	Valid
<i>Customization</i>	CUS 1	0.838	Valid
	CUS 2	0.891	Valid
	CUS 3	0.918	Valid
<i>Electronic World of Mouth</i>	EWOM 1	0.878	Valid
	EWOM 2	0.743	Valid
	EWOM 3	0.910	Valid
<i>Brand Awareness</i>	BA 1	0.947	Valid
	BA 2	0.854	Valid
	BA 3	0.941	Valid
<i>Brand Image</i>	BI 1	0.912	Valid
	BI 2	0.887	Valid
	BI 3	0.944	Valid
<i>Brand Loyalty</i>	BL 1	0.867	Valid
	BL 2	0.927	Valid
	BL 3	0.904	Valid
	BL 4	0.939	Valid
<i>Emotional Attachment</i>	EA 1	0.799	Valid
	EA 2	0.946	Valid
	EA 3	0.910	Valid
	EA 4	0.948	Valid

Table 2. Loading Factor Test Results*Source: Data processing results and SmartPLS program*

Based on the data shown in Table 3, it is found that there are valid construct variables because the AVE value for latent variables exceeds 0.5.

	B.A	BI	BL	CUS	EWOM	EA	ENT	INT	TRE
BA1	0.947	0.826	0.839	0.766	0.862	0.819	0.456	0.847	0.864
BA2	0.854	0.722	0.746	0.658	0.729	0.744	0.469	0.765	0.774
BA3	0.941	0.839	0.861	0.803	0.874	0.808	0.430	0.849	0.827
BI1	0.775	0.912	0.818	0.735	0.743	0.742	0.442	0.785	0.777
BI2	0.784	0.887	0.822	0.716	0.749	0.781	0.471	0.780	0.780
BI3	0.829	0.944	0.861	0.784	0.812	0.788	0.447	0.821	0.833

BL1	0.786	0.850	0.867	0.778	0.788	0.731	0.398	0.801	0.768
BL2	0.842	0.838	0.927	0.808	0.842	0.825	0.491	0.846	0.847
BL3	0.792	0.798	0.904	0.753	0.774	0.796	0.504	0.800	0.797
BL4	0.825	0.830	0.939	0.813	0.837	0.830	0.472	0.848	0.842
CUS1	0.685	0.685	0.734	0.838	0.692	0.580	0.233	0.689	0.670
CUS2	0.712	0.723	0.766	0.891	0.744	0.589	0.199	0.707	0.657
CUS3	0.755	0.749	0.795	0.918	0.819	0.640	0.221	0.747	0.701
EA1	0.799	0.796	0.853	0.777	0.804	0.799	0.441	0.782	0.779
EA2	0.795	0.771	0.791	0.591	0.690	0.946	0.597	0.814	0.827
EA3	0.730	0.694	0.714	0.503	0.623	0.910	0.606	0.748	0.752
EA4	0.784	0.767	0.786	0.578	0.699	0.948	0.612	0.796	0.824
ENT1	0.393	0.430	0.420	0.238	0.336	0.500	0.824	0.447	0.451
ENT2	0.298	0.251	0.286	0.043	0.177	0.396	0.717	0.307	0.321
ENT3	0.486	0.489	0.512	0.267	0.370	0.607	0.905	0.553	0.541
EWOM1	0.751	0.727	0.781	0.819	0.878	0.594	0.223	0.725	0.709
EWOM2	0.609	0.575	0.636	0.600	0.743	0.537	0.245	0.621	0.616
EWOM3	0.895	0.809	0.832	0.739	0.910	0.828	0.458	0.841	0.850
INT1	0.837	0.829	0.855	0.794	0.828	0.808	0.461	0.931	0.827
INT2	0.731	0.714	0.742	0.653	0.673	0.723	0.510	0.821	0.667
INT3	0.828	0.780	0.823	0.714	0.816	0.802	0.507	0.919	0.852
TRE1	0.820	0.790	0.813	0.702	0.794	0.795	0.489	0.800	0.917
TRE2	0.824	0.794	0.831	0.680	0.793	0.832	0.531	0.810	0.925
TRE3	0.860	0.845	0.851	0.752	0.825	0.840	0.515	0.843	0.945

Table 3. Cross Loading Test Results

Source: Data processing results and SmartPLS program

According to the presentation of data on the results of the discriminant validity cross-loading test, which is represented in Table 4, it is found that the correlation of constructs with indicators is in a higher category than other constructs.

	B.A	BI	BL	CUS	EWOM	EA	ENT	INT	TRE
B.A	0.915								
BI	0.871	0.914							
BL	0.893	0.912	0.909						
CUS	0.813	0.815	0.867	0.883					
EWOM	0.900	0.841	0.892	0.853	0.847				
EA	0.864	0.843	0.875	0.684	0.784	0.903			
ENT	0.492	0.496	0.513	0.246	0.376	0.625	0.819		
INT	0.897	0.870	0.906	0.810	0.869	0.873	0.551	0.892	
TRE	0.899	0.872	0.895	0.766	0.865	0.885	0.550	0.880	0.929

Table 4. Fronell Larcker Criterion Results

Source: Data processing results and SmartPLS program

Table 5 in this study shows that all variables have higher AVE square scores when compared to the correlation of each construct with other constructs in the model, so that all variables in this study are in accordance with the provisions of *discriminant validity*.

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
BRAND AWARENESS	0.902	0.939
BRAND IMAGE	0.902	0.939
BRAND LOYALTY	0.930	0.950
CUSTOMIZATION	0.858	0.914
ELECTRONIC WORLD OF MOUTH	0.801	0.883
EMOTIONAL ATTACHMENT	0.923	0.946
ENTERTAINMENT	0.757	0.858
INTERACTIVITY	0.870	0.921
TRENDLINESS	0.921	0.950

Table 5. Reliability Test Results

Source: Data processing results and SmartPLS program

In Table 5 in this study, all latent constructs have Cronbach's alpha and composite reliability values of more than 0.7, indicating that the latent constructs have good reliability.

Variable	R-Square	R-Square adjusted
<i>Brand Awareness</i>	0.885	0.883
<i>Brand Image</i>	0.883	0.829
<i>Brand Loyalty</i>	0.872	0.871
<i>Emotional Attachment</i>	0.781	0.779

Table 6. R-Square Data Results

Source: Data processing results and SmartPLS program

In table 6 the R-Square test results have an R-Square value of 0.62 which means that E-Customer Satisfaction is 62% to 38% explained by factors other than those used in this study. Furthermore, the E-Customer Loyalty variable has an R-Squares value of 0.58, which means that it can be explained by E-Customer Satisfaction by 58%. While the other 42% is influenced by other factors from this study.

Hypothesis	Path	Effect Size	T Value	P Values	Information
H1a	<i>Entertainment -> Brand Awareness</i>	0.042	1,293	0.098	H1a is rejected
H1b	<i>Entertainment -> Brand Image</i>	0.083	2,082	0.019	H1b is accepted
H1c	<i>Interactivity -> Brand Awareness</i>	0.249	3,526	0,000	H1c accepted
H1d	<i>Interactivity -> Brand Image</i>	0.226	2,367	0.009	H1d accepted
H1e	<i>Trendliness -> Brand Awareness</i>	0.301	4,606	0,000	H1e is accepted
H1f	<i>Trendliness -> Brand Image</i>	0.352	4,351	0,000	H1f is accepted
H1g	<i>Customization -> Brand Awareness</i>	0.083	1,204	0.114	H1g is rejected
H1h	<i>Customization -> Brand Image</i>	0.290	3,439	0,000	H1h accepted
H1i	<i>E-WOM -> Brand Awareness</i>	0.336	4,334	0,000	H1i is accepted
H1j	<i>E-WOM -> Brand Image</i>	0.061	0,723	0.235	H1j is rejected
H2a	<i>Brand awareness -> Brand Loyalty</i>	0.406	6,423	0,000	H2a is accepted
H2b	<i>Brand awareness -> Emotional Attachment</i>	0.540	7,826	0,000	H2b is accepted
H2c	<i>Brand image -> Brand Loyalty</i>	0.558	8,578	0,000	H2c accepted
H2d	<i>Brand image -> Emotional Attachment</i>	0.372	5,239	0,000	H2d accepted
H 3 a	<i>SMME -> Brand Equity -> Brand Loyalty</i>	0.891	61,934	0,000	H1a is accepted
H 3 b	<i>SMME -> Brand Equity -> Emotional Awareness</i>	0.843	52,476	0,000	H1b is accepted

Table 7. Hypothesis Testing Results

Source: Data processing results and SmartPLS program

In table 7 in this study, the significance level used is 5%, the t value that exceeds 1.65 represents a correlation between endogenous and exogenous variables with positive significance.

H1a, Entertainment as part of SMMA does not have a positive influence on Brand Awareness.

The test results show that there is a positive but not significant influence between *Entertainment* and *Brand Awareness*, this is proven by the *path coefficient results* positive value of 0.042. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were smaller than the *T-table* ($1.293 < 1.64$) and the p-value was $0.098 > 0.05$.

H1b, Entertainment as part of SMMA has a positive influence on Brand Image.

The test results show that there is a significant positive influence between *Entertainment* and *Brand Image*, this is proven by the *path coefficient results* positive value of 0.083. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than the *T-table* ($2.082 > 1.64$) and the p-value was $0.019 < 0.05$.

H1c, Interactivity as part of SMMA has a positive influence on Brand Awareness.

The test results show that there is a significant positive influence between *Interactivity* on *Brand Awareness*, this is proven by the *path coefficient results* positive value of 0.249. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than the *T-table* ($3.526 > 1.64$) and the p-value was $0.000 < 0.05$.

H1d, Interactivity as part of SMMA has a positive influence on Brand Image .

The test results show that there is a significant positive influence between *Interactivity* on *Brand Image*, this is proven by the *path coefficient results* positive value of 0.226. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than the *T-table* ($2.367 > 1.64$) and the p-value was $0.009 < 0.05$.

H1e, Trendliness as part of SMMA has a positive influence on Brand Awareness .

The test results show that there is a significant positive influence between *Trendliness* and *Brand Awareness*, this is proven by *the path coefficient* results positive value of 0.301. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than *the T-table* ($4.606 > 1.64$) and the p-value was $0.000 < 0.05$.

H1f, Trendliness as part of SMMA has a positive influence on Brand Image .

The test results show that there is a significant positive influence between *Trendliness* and *Brand Image*, this is proven by *the path coefficient* results positive value of 0.352. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than *the T-table* ($4.351 > 1.64$) and the p-value was $0.000 < 0.05$.

H1g, Customization as part of SMMA does not have a positive influence on Brand Awareness .

The test results show that there is a positive but not significant influence between *Customization* and *Brand Awareness*, this is proven by the *path coefficient results* positive value of 0.083. Apart from that, based on the results of hypothesis testing, *the T-statistics* results were smaller than *the T-table* ($1.204 < 1.64$) and the p-value was $0.114 > 0.05$.

H1h, Customization as part of SMMA has a positive influence on Brand Image .

The test results show that there is a significant positive influence between *Customization* and *Brand Image*, this is proven by *the path coefficient* results positive value of 0.290. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than *the T-table* ($3.439 > 1.64$) and the p-value was $0.000 < 0.05$.

H1i, E-WOM as part of SMMA has a positive influence on Brand Awareness .

The test results show that there is a significant positive influence between *E-WOM* on *Brand Awareness*, this is proven by *the path coefficient* results positive value of 0.336. Apart from that, based on the results of hypothesis testing, *the T-statistics* results were greater than *the T-table* ($4.334 > 1.64$) and the p-value was $0.000 < 0.05$.

H1j, E-WOM as part of SMMA does not have a positive influence on Brand Image .

The test results show that there is a positive but not significant influence between *E-WOM* on *Brand Image*, this is proven by *the path coefficient* results positive value of 0.061. Apart from that, based on the results of hypothesis testing, *the T-statistics* results were smaller than *the T-table* ($0.723 < 1.64$) and the p-value was $0.235 > 0.05$.

H2a, Brand Awareness has a significant positive effect on Brand Loyalty .

The test results show that there is a significant positive influence between *Brand Awareness* and *Brand Loyalty*, this is proven by the *path coefficient results* positive value of 0.406. Apart from that, based on the results of hypothesis testing, *the T-statistics* results were greater than *the T-table* ($6.423 > 1.64$) and the p-value was $0.000 < 0.05$.

H2b, Brand Awareness has a significant positive effect on Emotional Attachment .

The test results show that there is a significant positive influence between *Brand Awareness* and *Emotional Attachment*, this is proven by the results of *the path coefficient* positive value of 0.540. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than *the T-table* ($7.826 > 1.64$) and the p-value was $0.000 < 0.05$.

H2c, Brand Image has a significant positive effect on Brand Loyalty .

The test results show that there is a significant positive influence between *Brand Image* and *Brand Loyalty*, this is proven by the *path coefficient results* positive value of 0.558. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than *the T-table* ($8.578 > 1.64$) and the p-value was $0.000 < 0.05$.

H2d, Brand Image has a significant positive effect on Emotional Attachment .

The test results show that there is a significant positive influence between *Brand Image* and *Emotional Attachment*, this is proven by *the path coefficient* results positive value of 0.372. Apart from that, based on the results of hypothesis testing, the *T-statistics* results were greater than *the T-table* ($5.239 > 1.64$) and the p-value was $0.000 < 0.05$.

H3a, SMMA through Brand Equity mediation has a significant positive influence on Brand Loyalty.

The test results show that there is a significant positive influence between *SMMA* on *Brand Loyalty* which is mediated by *Brand Equity*, this is proven by the results of the *path coefficient* positive value of 0.891. Apart from that, based on the results of hypothesis testing, *the T-statistics* results were greater than *the T-table* ($61.934 > 1.64$) and the p-value was $0.000 < 0.05$.

H3b, SMMA through Brand Equity mediation has a significant positive influence on Emotional Attachment.

The test results show that there is a significant positive influence between *SMMA* on *Emotional Attachment* which is mediated by *Brand Equity*, this is proven by the results of the *path coefficient* positive value of 0.843. Apart from that, based on the results of hypothesis testing, *the T-statistics* results were greater than *the T-table* ($52.476 > 1.64$) and the p-value was $0.000 < 0.05$. Based on the results of the descriptive analysis of the questionnaire filled out by respondents, it can be concluded that the *entertainment variable* is quite good, followed by *Interactivity* which gets a pretty good score, then the *Trendiness variable* is also quite good, then the *customization variable* has a pretty good score, and the *Electronic World of Mouth variable* (E-Wom) has a pretty good score. The *brand awareness* variable has a pretty good score, and the *brand image* variable also has a pretty good score.

The score for *brand loyalty* is quite good and the *emotional attachment variable* has a quite good score. The variables in *Social Media Marketing Activities* that have an important role in terms of brand awareness and brand image are *the Electronic World of Mouth* and *Trendiness variables*. Then for the *Brand Equity variable* which has the greatest influence on *Brand Loyalty* is *Brand Image* and for the *Brand Equity variable* which has the greatest influence on *Emotional Attachment* is *Brand Awareness*. This study has several limitations, therefore there are several things that can be taken into consideration for future researchers such as conducting research on different objects with the same model for comparison of how customer satisfaction among Online Travel Agent users and providing new insights into consumer behavior and when distributing questionnaires, it is hoped that it will use various social media to get a wider range of respondents.

V. CONCLUSION

Based on research results through data analysis, data processing and hypothesis testing regarding the influence of *social media marketing activities* on *brand loyalty* and *emotional attachment*. So, the data is concluded to answer the research questions, the following are the conclusions of this research:

- [1] The variable that has the greatest influence on *Brand Awareness* is *Electronic World of Mouth*. This means that there is an attachment between *the Electronic World of Mouth* with *brand awareness* from Traveloka social media. Traveloka provides interesting and exciting content so that followers feel that this content needs to be *shared* with the public for additional information to other Instagram *users* who have not followed Traveloka Instagram social media, so that indirectly Traveloka Instagram gets exposure from various other Instagram users because of their followers who *share* posts from Traveloka.
- [2] The variable that has the second biggest influence on *Brand Awareness* is *Trendiness*. This means that there is an attachment between *Trendiness* with *brand awareness* from Traveloka social media. Traveloka provides Instagram social media content according to what is currently trending or viral so that the content presented by Traveloka is easy for followers to accept.
- [3] The variable that has the third biggest influence on *Brand Awareness* is *Interactivity*. This means that there is a connection between *interactivity* and *brand awareness* from Traveloka's social media. Traveloka has made it easy for its Instagram followers to be able to discuss and exchange opinions through the Traveloka Instagram social media platform.
- [4] The variable that has the fourth biggest influence on *Brand Awareness* is *Customization*. This means that there is less attachment between *Customization* with *brand awareness* from Traveloka social media.

Traveloka has created content according to the wishes or needs of its followers, only the content can be made more interesting and the discussion tailored to what is currently being sought.

- [5] The variable that has the fifth biggest influence on *Brand Awareness* is *Entertainment*. This means that there is a lack of connection between *entertainment* from Traveloka's Instagram social media and Traveloka's *brand awareness*. Traveloka has provided good entertainment content for its Instagram social media followers, it's just that Traveloka would be better off creating more interesting content so that Traveloka's Instagram followers have time to view Traveloka's Instagram content comfortably and excitingly.
- [6] The variable that has the greatest influence on *Brand Image* is *Trendiness*. This means that there is an attachment between *Trendiness* with *the brand image* from Traveloka social media. Traveloka provides content that is appropriate to the current state of social media by presenting content that is currently viral so that it will be easy for Instagram users and Traveloka Instagram followers to find, this will make it easier for the content provided by Traveloka to be well received by followers so that indirectly it will be forming a traveloka brand image on social media.
- [7] The variable that has the second biggest influence on *Brand Image* is *Customization*. This means that there is an attachment between *Customization* with *the brand image* from Traveloka social media. This has made it easier for followers to find out various kinds of needs or information that suits what followers want to know so that it will make it easier for Traveloka Instagram followers to find accurate information according to their needs which indirectly has an impact on Traveloka's *brand image*.
- [8] The variable that has the third biggest influence on *Brand Image* is *Interactivity*. This means that there is a connection between *interactivity* and *the brand image* from Traveloka's social media. Traveloka has made it easy for its Instagram followers to discuss and exchange opinions regarding experiences or search for information among other Instagram users or with the Instagram admin itself so that it can improve Traveloka's brand image.
- [9] The variable that has the fourth biggest influence on *Brand Image* is *Entertainment*. This means that there is an attachment between *entertainment* from Traveloka's Instagram social media and Traveloka's *brand awareness*. Traveloka has provided exciting entertainment content for its Instagram followers so that it can improve Traveloka's *brand image as an Instagram social media account* that provides useful content and meets the information needs of Instagram followers.
- [10] The variable that has the fifth greatest influence on *Brand Image* is *Electronic World of Mouth*. This means that there is a lack of attachment between *Electronic World of Mouth* with *the brand image* from Traveloka social media. Traveloka provides Instagram content that has information about various things related to the services they provide and Traveloka creates general content according to the needs of its service users. It's just that the information content provided by Traveloka is not optimal in emphasizing their *brand image*. It is better for Traveloka to create content that includes elements of their *brand image* so that followers know and feel happy to *share* posts from Traveloka. So that Traveloka's followers without thinking twice will *share* Traveloka's Instagram posts on their personal Instagram to provide information to their Instagram followers, because they feel that the content provided by Traveloka will be useful for other people, so that it will indirectly improve the brand image. from traveloka.
- [11] The variable that has the greatest influence on *Brand Loyalty* is *Brand Image*. This means that there is an attachment between *brand images* with *brand loyalty* from Traveloka social media. *The brand image* formed from Traveloka's Instagram social media makes Instagram users more confident that Traveloka is a brand that represents the tourism industry in Indonesia. Indirectly, this *brand image* has made users loyal to Traveloka because they already have trust in the services provided by Traveloka.
- [12] The variable that has the second biggest influence on *Brand Loyalty* is *Brand awareness*. This means that there is an attachment between *brand awareness* with *brand loyalty* from Traveloka social media. The presence of Traveloka's Instagram social media makes Traveloka better known to users of Traveloka's services, thereby increasing the level of loyalty from repeat purchases of Traveloka's services.

- [13] The variable that has the greatest influence on *Emotional Attachment* is *Brand awareness*. This means that there is an attachment between *brand awareness* with *emotional attachment* from Traveloka social media. *Brand awareness* from Traveloka's Instagram social media creates a positive impact on the emotional attachment of Traveloka service users. So that Traveloka service users feel that the service at Traveloka is very good and can help with all the needs of its users.
- [14] The variable that has the second biggest influence on *Emotional Attachment* is *Brand image*. This means that there is an attachment between *brand images* with *emotional attachment* from Traveloka social media. Traveloka's *brand image* has increased the emotional attachment value of Traveloka service users. With the strength of Traveloka's *brand image*, the emotional attachment of Traveloka service users becomes very good because they already know that Traveloka is an official tourism service *brand* in Indonesia.
- [15] *SMMA* through *Brand Equity mediation* has the greatest Brand Loyalty. This means that there is a link between the *SMMA* variable and *brand loyalty* through mediation from *brand equity*. With the strength of Traveloka's *brand equity*, Traveloka service users have good loyalty and will feel hesitant to use other types of services besides Traveloka when Traveloka is experiencing disruption. Based on a questionnaire survey, it was found that Traveloka service users prefer to wait for service. Traveloka is running properly again without having to look at tourism brands that have the same services as Traveloka.
- [16] *SMMA* through *Brand Equity mediation* has the greatest influence on *Emotional Attachment*. This means that there is an attachment between the *SMMA* variable and *Emotional Attachment* through mediation from *brand equity*. Traveloka's Instagram followers have the power of belief in Traveloka after using Instagram social media because the content provided by Traveloka can convince Instagram social media users. Emotional attachment is created when Traveloka service users use Instagram by viewing various kinds of content created by Traveloka.

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