

**THE INFLUENCE OF SOCIAL MEDIA MARKETING
ACTIVITIES ON BRAND LOYALTY: THE MEDIATING ROLE
OF BRAND EQUITY AND BRAND TRUST AMONG INDIHOME
CUSTOMERS IN KEDIRI**

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Abstract

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The increasing use of digital technology has transformed marketing practices in the telecommunications industry. Social media platforms have become strategic tools for companies to build customer relationships, strengthen brand perception, and improve customer loyalty. This study investigates the influence of social media marketing activities on brand loyalty through the mediating roles of brand trust and brand equity among IndiHome customers in Kediri, Indonesia. A quantitative research design was employed using a survey method. Data were collected from 300 IndiHome customers selected through probability sampling techniques. The data analysis process utilized Structural Equation Modeling (SEM) with AMOS software. Several statistical procedures were conducted, including validity testing, reliability testing, normality testing, goodness-of-fit analysis, and hypothesis testing. The findings demonstrate that social media marketing activities positively and significantly influence brand loyalty, brand trust, and brand equity. Furthermore, brand trust positively affects both brand equity and brand loyalty, while brand equity also positively influences brand loyalty. The mediation analysis reveals that brand trust significantly mediates the relationship between social media marketing activities and brand loyalty. However, the mediating effect of brand equity is relatively weaker. These findings indicate that effective social media communication can strengthen customer trust and enhance long-term customer loyalty in the telecommunications sector.

INTRODUCTION

The rapid development of digital technology and telecommunications has significantly changed human lifestyles and business activities. Internet technology has become an essential component of modern society because it supports communication, information exchange, education, entertainment, and business transactions. The increasing dependence on internet access has encouraged telecommunications companies to compete intensively in providing high-quality internet services.

In Indonesia, the internet service provider industry has experienced substantial growth due to the increasing demand for stable and affordable internet connectivity. Several companies, such as IndiHome, Biznet, First Media, and MNC Play, compete to attract consumers through various marketing strategies and service innovations. Among these providers, IndiHome, operated by PT Telkom Indonesia, has become one of the most recognized internet service brands in Indonesia.

The growing competition within the telecommunications industry requires companies to develop effective marketing strategies capable of maintaining customer loyalty. Customer loyalty is considered one of the most important indicators of business sustainability because loyal customers are more likely to continue using the company's products and services over a long period. Loyal consumers also tend to recommend products to others and demonstrate resistance to competitors' marketing efforts.

The emergence of social media platforms has created new opportunities for companies to interact directly with consumers. Social media marketing activities allow businesses to distribute information rapidly, create interactive communication, and establish emotional relationships with customers. Through social media, companies can also strengthen brand image, increase customer engagement, and improve customer trust.

Previous studies have emphasized the importance of social media marketing activities in influencing customer behavior, particularly brand loyalty. Social media interactions can create positive consumer experiences that eventually improve trust and strengthen brand equity. Brand trust refers to consumers' confidence in a brand's reliability and credibility, while brand equity represents the added value attached to a brand based on consumer perceptions.

Although several studies have explored the relationship between social media marketing activities and customer loyalty, limited research has examined the mediating roles of brand trust and brand equity within the Indonesian telecommunications industry. Therefore, this study aims to analyze the influence of social media marketing activities on brand loyalty mediated by brand trust and brand equity among IndiHome customers in Kediri.

LITERATURE REVIEW

2.1 Brand Loyalty

Brand loyalty refers to a customer's commitment to consistently repurchase or continue using a specific brand despite the availability of competing alternatives. Loyal customers tend to demonstrate positive attitudes toward a brand and are more likely to maintain long-term relationships with the company. According to Kotler and Keller (2012), loyalty reflects a deeply held commitment to repurchase a preferred product or service consistently in the future.

Brand loyalty is considered an important competitive advantage because loyal customers contribute to stable company revenues and reduce marketing costs associated with attracting new consumers. Customers who are satisfied with products and services are more likely to become loyal consumers.

2.1.1 Indicators of Brand Loyalty

Based on Chaudhuri and Holbrook (2001), the indicators of brand loyalty include:

- a. Intention to continue using IndiHome services in the future.
- b. Frequent use of IndiHome services.
- c. Strong commitment toward the IndiHome brand.
- d. Willingness to pay higher prices compared to competing brands.

2.2 Social Media Marketing Activities

Social media marketing activities refer to marketing efforts conducted through social media platforms to promote products, communicate with consumers, and strengthen customer engagement. Social media enables companies to deliver information efficiently while facilitating two-way communication between businesses and customers.

According to Kim and Ko (2012), social media marketing activities consist of several dimensions that contribute to customer perceptions and brand experiences. Effective social media communication can increase consumer satisfaction, improve brand awareness, and strengthen customer relationships.

2.2.1 Indicators of Social Media Marketing Activities

The dimensions and indicators of social media marketing activities include:

1. Entertainment

- a. Following IndiHome social media is enjoyable.
- b. IndiHome social media content is attractive.

2. Interaction

- a. IndiHome social media facilitates information sharing.
- b. Consumers can interact and exchange opinions through IndiHome social media.
- c. Customers can easily provide feedback through social media platforms.

3. Trendiness

- a. IndiHome social media provides updated information.
- b. Following IndiHome social media is considered trendy.

4. Customization

- a. IndiHome social media provides information tailored to customer needs.
- b. Social media platforms provide services needed by customers.

5. Word of Mouth

- a. Customers are willing to share information about IndiHome services with others.
- b. Customers are willing to repost or upload IndiHome-related content.

2.3 Brand Trust

Brand trust refers to consumers' confidence in a brand's ability to deliver reliable products and fulfill customer expectations. Trust is considered one of the fundamental elements in building long-term relationships between companies and consumers.

Customers who trust a brand are more likely to remain loyal because they perceive lower risks when purchasing products or services from the company. In social media environments, trust can be developed through transparent communication, responsive interactions, and reliable information.

2.3.1 Indicators of Brand Trust

Based on Chahal and Rani (2017), the indicators of brand trust include:

1. Customers trust the information shared through IndiHome social media.
2. Customers feel confident interacting with other social media users.
3. Customers feel secure posting content related to IndiHome.
4. Information available on IndiHome social media is perceived as credible.
5. Customers trust reviews and feedback shared through social media.

2.4 Brand Equity

Brand equity refers to the added value associated with a brand based on customer perceptions, experiences, and emotional attachment. Strong brand equity enables companies to achieve competitive advantages because consumers tend to prefer brands with positive reputations. Brand equity influences consumer purchasing decisions because customers often perceive well-known brands as more reliable and trustworthy. Companies with strong brand equity also have greater opportunities to maintain customer loyalty.

2.4.1 Indicators of Brand Equity

Based on Delgado-Ballester and Munuera-Aleman (2005), the indicators of brand equity include:

1. Customers prefer IndiHome over competing brands.
2. Customers perceive IndiHome services positively.
3. Customers continue choosing IndiHome despite the availability of similar alternatives.

4. Customers believe choosing IndiHome is the correct decision.

METHODS

This study employed a quantitative research approach using survey methods. The research aimed to examine the relationships among social media marketing activities, brand trust, brand equity, and brand loyalty among IndiHome customers in Kediri.

3.1 Population and Sample

The population of this study consisted of IndiHome customers located in Kediri. Since the total population size was relatively large and difficult to identify precisely, a sampling technique was employed to obtain representative respondents.

This study used probability sampling techniques to ensure that each member of the population had an equal opportunity to participate in the research. A total of 300 respondents were selected as research participants. The sample size was considered sufficient for Structural Equation Modeling (SEM) analysis because SEM generally requires a relatively large number of observations to produce stable and reliable estimates.

The respondents included active IndiHome customers who had experience using IndiHome internet services and interacting with the company's social media platforms.

3.2 Data Collection Technique

The primary data used in this study were collected through questionnaires distributed directly to respondents. The questionnaire was designed using closed-ended statements measured on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

The questionnaire items were developed based on indicators adopted from previous studies related to social media marketing activities, brand trust, brand equity, and brand loyalty. Before conducting the main survey, the questionnaire was evaluated to ensure clarity, relevance, and appropriateness of the measurement items.

Secondary data were also obtained from academic journals, books, previous studies, and other relevant sources to support the theoretical foundation of the research.

3.3 Research Variables and Measurement

This study consisted of four main variables:

1. Social Media Marketing Activities (Independent Variable)

Social media marketing activities refer to marketing efforts conducted through social media platforms to communicate and engage with customers. The indicators included entertainment, interaction, trendiness, customization, and electronic word of mouth.

2. Brand Trust (Mediating Variable)

Brand trust refers to customers' confidence in the reliability, credibility, and integrity of the IndiHome brand. This variable was measured through customer perceptions regarding trustworthiness, security, and reliability of information provided through social media platforms.

3. Brand Equity (Mediating Variable)

Brand equity represents the additional value associated with the IndiHome brand based on customer perceptions and experiences. The measurement focused on customer preferences, positive perceptions, and commitment toward the brand.

4. Brand Loyalty (Dependent Variable)

Brand loyalty refers to customers' commitment to continuously use IndiHome services and maintain long-term relationships with the company. The indicators included repurchase intention, commitment, and willingness to continue using IndiHome services despite competitive alternatives.

3.4 Data Analysis Technique

The data analysis process was conducted using Structural Equation Modeling (SEM) with AMOS software. SEM was selected because it allows simultaneous analysis of multiple relationships among variables, including direct and indirect effects.

Several stages of analysis were performed in this study, including:

1. Validity Test

The validity test was conducted to determine whether the questionnaire items accurately measured the intended constructs. Convergent validity was evaluated using factor loading values, with a minimum acceptable threshold of 0.50.

2. Reliability Test

Reliability testing was performed to assess the consistency of the measurement instruments. Construct Reliability (CR) values above 0.70 indicated satisfactory reliability.

3. Normality Test

The normality test was conducted to evaluate whether the data distribution met the assumptions required for SEM analysis. The assessment used critical ratio values for skewness and kurtosis.

4. Goodness-of-Fit Test

The goodness-of-fit evaluation was conducted to determine whether the proposed structural model adequately fit the observed data. Several fit indices were used, including Chi-square, CMIN/df, GFI, AGFI, TLI, CFI, RMSEA, and RMR.

5. Hypothesis Testing

Hypothesis testing was conducted to examine the significance of the relationships among variables. The hypotheses were accepted when the probability value (p-value) was less than 0.05.

6. Mediation Analysis

Mediation analysis was performed to evaluate the indirect effects of social media marketing activities on brand loyalty through brand trust and brand equity. The Sobel test was utilized to assess the significance of the mediating relationships.

3.5 Research Framework

The conceptual framework of this study illustrates the relationship between social media marketing activities and brand loyalty, with brand trust and brand equity serving as mediating variables. The framework proposes that effective social media marketing activities can strengthen customer trust and improve brand equity, which subsequently enhance customer loyalty toward IndiHome services.

3.6 Empirical Research Models

This research analyzes and tests the influence of social media marketing activities on brand loyalty mediated by brand trust and brand equity among IndiHome Kediri customers. The following is an empirical research model.

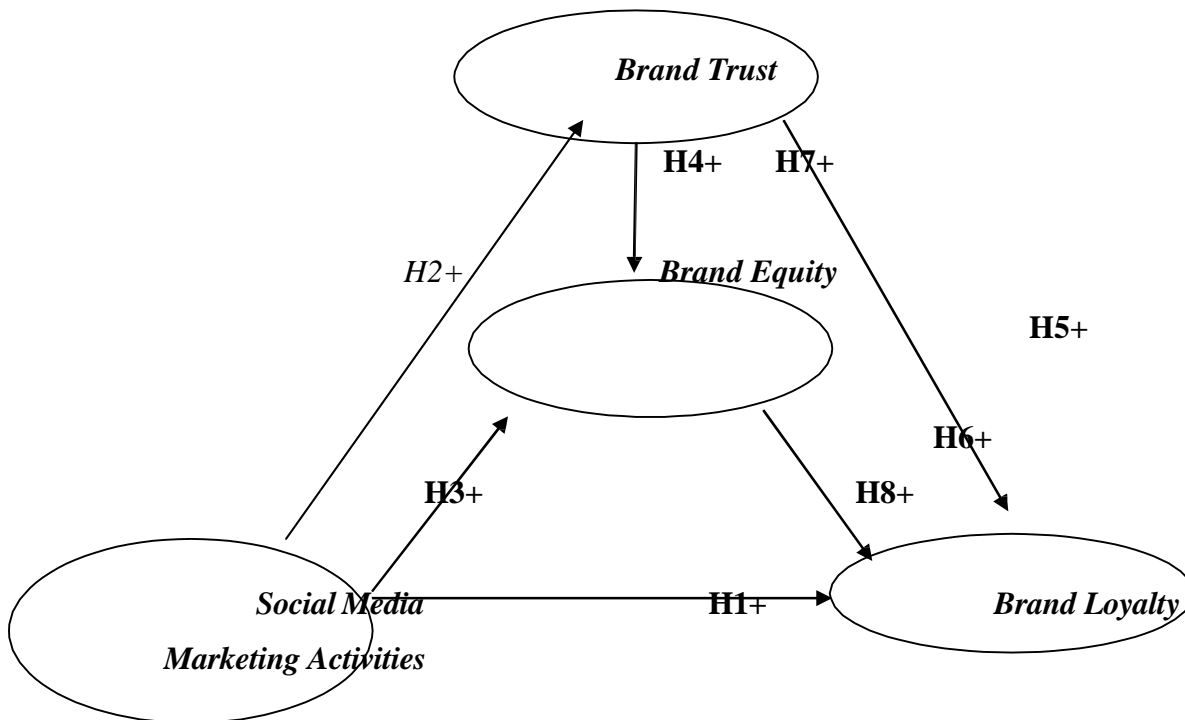


Figure 3.1 Empirical Research Model

- H1: social media marketing activities have a positive effect on brand loyalty
- H2: social media marketing activities have a positive effect on brand trust
- H3: social media marketing activities have a positive effect on brand equity
- H4: brand trust has a positive effect on brand equity
- H5: brand trust has a positive effect on brand loyalty
- H6: brand equity has a positive effect on brand loyalty
- H7: social media marketing activities have a positive effect on brand loyalty, mediated by brand trust
- H8: social media marketing activities have a positive effect on brand loyalty, mediated by brand equity

4. RESULTS AND DISCUSSION

The respondents in this study consisted of IndiHome customers residing in Kediri, Indonesia. Based on the demographic analysis, the majority of respondents were between 17 and 27 years old, indicating that younger consumers dominate the use of internet services and digital platforms. This age group is generally more active in utilizing social media and online communication technologies, making them highly relevant to the objectives of this study.

In terms of occupation, most respondents were private-sector employees, followed by students, entrepreneurs, and other professions. These findings suggest that internet connectivity has become an important necessity across different occupational groups, particularly for communication, entertainment, educational, and business purposes.

The respondent profile also demonstrates that IndiHome services are widely used by consumers who actively engage with digital environments and social media platforms. Consequently, social media marketing activities are likely to play an important role in influencing customer perceptions and loyalty toward the brand.

4.1 Model Suitability Test (Goodness of Fit)

The fundamental measure of overall fit is based on the chi square value, the expected probability value is more than 0.05 or 5%, RMSEA with the recommended acceptance value is <0.08 , GFI with the expected value is equal to or greater than 0.9. AGFI with the expected value is equal to or greater than 0.9. CMIN/df with an expected value smaller than 2 or 3. TLI with an expected value equal to or greater than 0.90. The CFI with the expected value is equal to or greater than 0.90. The RMR test < 0.05 is declared as a fit model.

Table 4.1 Goodness-of-fit Indices

<i>Goodness of fit Indices</i>	<i>Cut off value</i>
<i>X²-Chi Square</i>	
<i>Probabilitas</i>	0,05
<i>CMIN/df</i>	< 2 / < 3
<i>GFI</i>	0,9
<i>AGFI</i>	0,9
<i>TLI</i>	0,9
<i>CFI</i>	0,9
<i>RMSEA</i>	0,08
<i>RMR</i>	0,05

Source: Hair et al (2010)

4.2 CFA Test (Confirmatory Factor Analysis)

The CFA test is carried out to determine the quality of the instrument using three types of methods, namely: Convergent Validity test with a minimum loading factor criterion of 0.50; Construct Reliability test with CR criteria 0.60 and Variance Extracted test with AVE criteria 0.50.

Table 4.2 CFA Test

Variabel	Indikator	Factor Loading	AVE	Construct Reliability	Keterangan
<i>Social Media Marketing Activities</i>	SSM1	0.545	0,7	0,88	Valid dan Reliabel
	SSM2	0.816			
	SSM3	0.742			
	SSM4	0.852			
	SSM5	0.879			
<i>Brand Trust</i>	BT1	0.855	0,6	0,87	Valid dan Reliabel
	BT2	0.811			
	BT3	0.813			
	BT4	0.759			
	BT5	0.559			
<i>Brand Equity</i>	BE1	0.695	0,58	0,80	Valid dan Reliabel
	BE2	0.746			
	BE3	0.657			
	BE4	0.731			
<i>Brand Loyalty</i>	BL1	0.849	0,78	0,87	Valid dan Reliabel
	BL2	0.857			
	BL3	0.912			
	BL4	0.562			

The research results show that Convergent Validity has a loading factor value for each item tested 0.05. This means that it can be concluded that the research data meets the Convergent Validity criteria. Construct Reliability has a C.R value > 0.60, which means that the research data meets the Construct Reliability criteria. Meanwhile, the CFA test via Variance Extracted shows that overall each has 0.50, which means that the research data meets the Variance Extracted criteria.

4.3 Data Normality Test Results

The normality test is used to test data distribution. Data are said to be univariate norm when the critical ratio value is between $-2.58 < c.r < 2.58$ or $c.r < z$ is critical at the 1% significance level. The results of the research data normality test are as follows:

Table 4.3 Normalitas Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
SSM5	1.000	5.000	-1.124	-2.753	1.321	1.617
SSM1	2.000	5.000	-.814	-1.993	1.699	2.081
SSM2	2.000	5.000	-.367	-.898	.037	.045
SSM3	1.000	5.000	-.827	-2.025	.402	.492
SSM4	2.000	5.000	-.400	-.979	-.522	-.639
BE1	1.000	5.000	-.952	-2.332	.624	.764
BE2	1.000	5.000	-1.530	-3.748	2.554	3.128
BE3	1.000	5.000	-.222	-.543	-1.296	-1.587
BE4	1.000	5.000	-1.110	-2.718	.901	1.103
BL4	1.000	5.000	-.909	-2.226	.880	1.078
BL3	2.000	5.000	-.198	-.485	-.102	-.125
BL2	2.000	5.000	-.164	-.402	-.087	-.106
BL1	2.000	5.000	-.074	-.180	-.228	-.279
BT5	1.000	5.000	-.750	-1.837	-.659	-.807
BT4	2.000	5.000	-.831	-2.036	.721	.883
BT3	1.000	5.000	-1.764	-4.321	4.932	6.041
BT2	2.000	5.000	-.285	-.699	.104	.127
BT1	2.000	5.000	-.466	-1.142	.678	.831
Multivariate					21.482	2.402

Source: results of primary data processing (2026)

4.4 Goodness of Fit Test Results

Table 4.4 Goodness of fit Structur Model

<i>Index Goodness of fit</i>	<i>Cut of value</i>	Nilai yang didapatkan	Keputusan
Chi square	Diharapkan Kecil	199.985	Not Fit
Probabilitas	0,05	0.000	Marginal Fit
CMIN/df	< 2 atau < 3	1.550	Good Fit
GFI	0,9	0.893	Marginal Fit
AGFI	0,9	0.859	Marginal Fit
TLI	0,9	0.948	Good Fit
CFI	0,9	0.956	Good Fit
RMSEA	0,08	0.056	Good Fit
RMR	0,05	0.047	Good Fit

Source: results of primary data processing (2026)

Table 4.5 Goodness of Fit Testing Results on Structural Models

<i>Hubungan antar variabel</i>		C.R.	P
<i>Social Media Marketing Activities => Brand Loyalty</i>	0.283	3.062	0.002
<i>Social Media Marketing Activities => Brand Trust</i>	0.405	5.010	***
<i>Social Media Marketing Activities => Brand Equity</i>	0.327	3.019	0.003
<i>Brand Trust => Brand Equity</i>	0.654	4.277	***
<i>Brand Trust => Brand Loyalty</i>	0.463	3.354	***
<i>Brand Equity => Brand Loyalty</i>	0.229	2.051	0.040
<i>Social Media Marketing Activities => Brand Trust=> Brand Loyalty</i>		2.785	0.002
<i>Social Media Marketing Activities => Brand Equity=> Brand Loyalty</i>		1.69	0.045
<i>R Square Multiple Correlation</i> <i>Brand Trust = 0,328 (32,8%)</i> <i>Brand Equity =0,560 (56%)</i> <i>Brand Loyalty =0,595 (59,5%)</i>			

Hair et al (2010) suggest using at least one absolute-fit-index (GFI, RMSEA or RMR) and at least one incremental-fit-index (CFI, NFI, RFI, IFI, AGFI or TLI) to determine whether a model is considered fit. Chi square values that are considered not fit can be replaced with CMIN/df. Thus, looking at the model test results in table 4.5 above, it can be concluded that the model is fit because it meets the criteria, namely CMIN/df of 1.550, which is less than 2, TLI of 0.948 which is more than 0.9, CFI of 0.956 which is more than 0.9, RMSEA of 0.056 which is less than 0.08 and RMR of 0.047 which is less than 0.05. Based on these results, it can be concluded that the structural model can be declared fit.

4.5 Hypothesis Testing and Discussion

4.5.1 The Effect of Social Media Marketing Activities on Brand Loyalty

The results of hypothesis testing revealed that social media marketing activities have a positive and significant effect on brand loyalty. This finding indicates that effective social media communication can strengthen customer commitment toward the IndiHome brand.

Interactive social media platforms enable companies to maintain direct communication with customers, provide updated information, and create engaging digital experiences. Customers who frequently interact with attractive social media content tend to develop stronger emotional connections with the brand, which ultimately contributes to higher loyalty levels.

This finding is consistent with previous studies suggesting that social media marketing activities positively influence customer loyalty by enhancing customer engagement and brand attachment.

4.5.2 The Effect of Social Media Marketing Activities on Brand Trust

The analysis demonstrated that social media marketing activities positively and significantly affect brand trust. Consumers tend to trust companies that actively communicate through social media and provide transparent, accurate, and reliable information.

Social media platforms facilitate two-way communication between companies and customers, allowing businesses to respond more effectively to customer questions, complaints, and feedback. This interactive communication process contributes to the development of customer trust.

The findings indicate that social media marketing is not only a promotional tool but also an important mechanism for establishing credibility and strengthening customer confidence in the brand.

4.5.3 The Effect of Social Media Marketing Activities on Brand Equity

The results also showed that social media marketing activities positively influence brand equity. Effective digital communication strategies contribute to positive consumer perceptions regarding the value and reputation of the IndiHome brand. Customers who are exposed to informative and engaging social media content are more likely to perceive the brand positively. Social media activities can therefore strengthen brand awareness, improve brand image, and increase the perceived value associated with the brand.

These findings support the argument that social media platforms play an essential role in enhancing brand performance and strengthening competitive advantage in the telecommunications industry.

4.5.4 The Effect of Brand Trust on Brand Equity

The study found that brand trust positively and significantly affects brand equity. Customers who trust the reliability and credibility of IndiHome services tend to perceive the brand more favorably compared to competing brands.

Trust creates positive emotional relationships between customers and companies, which subsequently strengthens brand perceptions and enhances the overall value associated with the brand. Consumers who trust a brand are generally more confident in their purchasing decisions and are less likely to switch to alternative providers.

This result confirms that trust is one of the fundamental components contributing to the development of strong brand equity.

4.5.5 The Effect of Brand Trust on Brand Loyalty

The findings revealed that brand trust has a positive and significant influence on brand loyalty. Customers who trust IndiHome services are more likely to continue using the company's internet services over time.

Trust reduces consumer uncertainty and perceived risk, thereby encouraging customers to maintain long-term relationships with the company. Consumers who

believe that a company consistently delivers reliable services tend to exhibit stronger commitment and loyalty toward the brand.

This result highlights the importance of maintaining customer trust as a strategic factor for improving customer retention and long-term business sustainability.

4.5.6 The Effect of Brand Equity on Brand Loyalty

The analysis showed that brand equity positively influences brand loyalty. Customers who perceive strong brand value are more likely to remain loyal and continue using IndiHome services despite the presence of competing alternatives. Strong brand equity creates positive customer perceptions regarding product quality, reliability, and reputation. These positive perceptions increase customer satisfaction and encourage repeat usage behavior.

The findings suggest that companies with strong brand equity possess greater opportunities to maintain long-term customer relationships and achieve sustainable competitive advantages.

4.5.7 The Mediating Role of Brand Trust

The mediation analysis demonstrated that brand trust significantly mediates the relationship between social media marketing activities and brand loyalty.

This finding indicates that social media marketing activities can improve customer loyalty indirectly by strengthening customer trust first. Consumers who perceive positive interactions and reliable information through social media are more likely to trust the brand, which subsequently increases loyalty.

Among the mediating variables examined in this study, brand trust showed the strongest mediating effect. This result suggests that trust is a crucial element in transforming social media engagement into long-term customer loyalty.

4.5.8 The Mediating Role of Brand Equity

The results further revealed that brand equity mediates the relationship between social media marketing activities and brand loyalty, although the effect was relatively weaker compared to brand trust.

Social media marketing activities contribute to the development of positive brand perceptions, which subsequently influence customer loyalty. However, the

findings indicate that emotional trust toward the brand plays a more dominant role than perceived brand value in shaping loyal behavior among IndiHome customers. These results imply that companies should prioritize strategies aimed at strengthening customer trust while simultaneously improving brand image and perceived value through consistent social media engagement.

4.6 Discussion

The findings of this study confirm that social media marketing activities represent an important strategic tool for strengthening customer loyalty in the telecommunications industry. Social media platforms enable companies to interact directly with consumers, improve communication effectiveness, and establish emotional relationships with customers.

The significant influence of social media marketing activities on brand trust and brand equity demonstrates that digital communication strategies can shape customer perceptions and attitudes toward a brand. Customers increasingly rely on social media as a source of information when evaluating products and services. Therefore, companies that actively manage social media communication are more likely to build stronger relationships with consumers.

The study also highlights the critical role of brand trust in influencing customer loyalty. Trust was found to be the strongest mediating variable in this research, indicating that customer confidence in the reliability and credibility of the brand is essential for maintaining long-term loyalty.

In addition, brand equity contributes positively to customer loyalty by strengthening positive consumer perceptions regarding the brand. Strong brand equity enables companies to differentiate themselves from competitors and improve customer retention.

Overall, the results suggest that companies operating in highly competitive digital industries should continuously improve their social media marketing strategies to enhance customer trust, strengthen brand equity, and maintain sustainable customer loyalty.

5. CONCLUSION

This study examined the influence of social media marketing activities on brand loyalty through the mediating roles of brand trust and brand equity among IndiHome customers in Kediri, Indonesia. Based on the results of the Structural Equation Modeling (SEM) analysis, several important conclusions can be drawn.

First, social media marketing activities were found to have a positive and significant influence on brand loyalty. This finding indicates that effective communication through social media platforms can strengthen customer attachment and encourage long-term loyalty toward the IndiHome brand. Interactive content, updated information, and active customer engagement through social media contribute positively to customer relationships.

Second, social media marketing activities also significantly influence brand trust and brand equity. Customers who experience positive interactions through social media tend to develop greater confidence in the reliability and credibility of the brand. In addition, attractive and informative social media content enhances consumer perceptions regarding the value and reputation of IndiHome services.

Third, brand trust was proven to positively affect both brand equity and brand loyalty. Customers who trust the brand are more likely to maintain long-term relationships with the company and continue using its services consistently. Trust also strengthens positive perceptions of the brand and increases customer confidence when choosing IndiHome over competing alternatives.

Fourth, brand equity was found to positively influence brand loyalty. Consumers who perceive strong brand value are more likely to remain loyal and demonstrate commitment toward the brand. Strong brand equity therefore contributes to customer retention and long-term business sustainability.

Furthermore, the mediation analysis revealed that brand trust plays a significant mediating role in the relationship between social media marketing activities and brand loyalty. This result indicates that social media engagement can increase customer loyalty indirectly by first strengthening customer trust. Meanwhile, brand equity also mediates the relationship between social media marketing activities and brand loyalty, although its mediating effect is relatively weaker compared to brand trust.

Overall, the findings of this study emphasize the importance of social media marketing strategies in strengthening customer relationships within the telecommunications industry. Companies should continuously improve the quality of digital communication, provide accurate and reliable information, and develop more interactive social media engagement in order to maintain customer trust and enhance brand loyalty.

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