The Effect of Social Media Quality On Brand Image: A Case Study Of Endek Users In Denpasar City

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ABSTRACT

The digital technology revolution on social media has occurred and is gradually changing consumer behavior and expectations. Currently, social media is used by various business units as a communication media strategy. Hence, social media as a set of online media platforms provides new ways not only for individuals but also for business-oriented organizations to promote and communicate their values with their audience. The development of the industrial sector in the province of Bali, amounting to 8.15%, is the textile and clothing industry. The large number of business actors in the textile and clothing industry cannot be denied from the large market demand for textile and apparel products, one of which is endek cloth. In this regard, this research has a strategic role in identifying the important role of quality social media in enhancing the brand image of Galeri Bhumimi in the digital era, and intends to empower MSMEs to utilize digital channels effectively to enhance brand image. Data was collected using a questionnaire distributed to 100 respondents. The data analysis technique used path analysis and the SPSS Version 22 application. The results showed that the quality of social media had a positive and significant effect on brand awareness. The quality of social media has a positive and significant effect on brand image. Brand awareness has a positive and significant effect on brand image. Based on the results of the Sobel test the mediating effect, the brand awareness variable does not mediate between the quality of social media and brand image.

Introduction

The digital technology revolution on social media has occurred and is gradually changing consumer behavior and expectations. Currently, social media is used by various business units as a strategic communication medium (Chatterjee & Kumar Kar,
Therefore, social media as a set of online media platforms provides new ways not only for individuals but also for business-oriented organizations to promote and communicate their values with their target audience. In fact, 97% of organizations directing business use social media as a tool of their marketing strategy.

The use of social media for business purposes supports activities that lead to better business performance. (Poulis, Rizomyliotis, & Konstantoulaki, 2019) confirmed that social media is very important for companies to increase their brand strength through both awareness and loyalty, electronic word of mouth (eWOM), and the intention to buy from their target customers. Meanwhile, (Tajvidi & Karami, 2021) stated that the proper use of social media makes it possible to improve company performance in terms of market share growth and profitability. Social media is a medium that is affordable and can help business practitioners in marketing, promotional activities, connecting companies with their customers, and building a brand image (Fianto, Gan, Widiastuti, & Sukmana, 2020).

Positive brand image has an important role in influencing consumer behavior which then influences customer purchasing decisions. As one of the most influential attributes for business success, a strong brand image can influence customer intentions to buy products, strengthen a company’s competitive advantage, and support successful market penetration (Aranda, Gómez, & Molina, 2015). In this regard, brand awareness can indirectly affect the quality of social media in building a brand’s image. One application that is widely used by the public is Instagram. (Elkaseh, Wong, & Fung, 2016) (Al-Rahmi, Alzahrani, Yahaya, 2020).

MSMEs have greatly contributed to Indonesia’s gross domestic product (GDP), reaching 60.5% (ASEAN Investment Report, 2022). One of the contributors to GRDP is the industrial sector. At present, the industrial sector in the Province of Bali is growing rapidly, reaching 6.83. The development of the industrial sector in the province of Bali, amounting to 8.15%, is the textile and clothing industry. The percentage value for the growth of the textile and clothing industries is directly proportional to the number of business actors in the textile and clothing industries. The large number of business actors in the textile and clothing industries cannot be denied by the large market demand for textile and apparel products, one of which is endek cloth. Galeri Endek Bhumimi is one of the MSMEs engaged in the fashion sector by selling Balinese Ikat Woven Fabrics and ready-to-wear Endek fashion creations. Bhumimi outlet was started in 2011 and focuses on selling ready-to-wear kebaya and endek clothing according to current trends. Sales promotion through Instagram is very important for Galeri Bhumimi because, through the @galeriendek account, it can inform customers about endek clothing and the latest price promotions. Based on the number of Instagram followers, the Galeri Bhumimi received a large number of 61,200. This shows consumers feel the @galeriendek account displays interesting and useful content.

The Instagram account @galeriendek was created in 2012 and features various video and photo content related to Endek clothing. If consumers want to ask about
product information, they can send direct messages to that account. The number of followers has increased from year to year. This shows that Galeri Bhumimi’s products are increasingly recognized by the public. However, from January 2022 to August 2022, the number of followers at the Galeri Bhumimi experienced a significant decrease. The following is a graph of the number of followers of the Galeri Bhumimi in Figure 1.

![Followers Amount Galeri Endek Bhumimi](image)

Figure 1. Followes Amount Galeri Endek Bhumimi

Based on Figure 1, it can be seen that the number of followers at the Galeri Bhumimi has decreased in March, May, June, and July. Even though in August there was an increase in the number of followers, the increase was still relatively small. This problem certainly needs to be studied further for its causes. The number of Instagram followers can affect brand awareness and serve as an indicator in assessing the quality of social media on the account (Nicol & Agam, 2017)

Unfortunately, most of the existing literature only discusses the impact of the use of digital media by large companies, while studies that focus on MSMEs are still relatively few (Teo, Leng, & Phua, 2019) Furthermore, digital marketing strategies to develop solid brands and increase brand equity are becoming increasingly important for running a business and increasing the growth of MSMEs. In this regard, this research has a strategic role in identifying the important role of quality social media in enhancing the brand image of Galeri Bhumimi in the digital era and intends to empower MSMEs to utilize digital channels effectively to enhance brand image. This is important because MSMEs make a significant contribution to economic growth in almost all parts of the world, and Indonesia is no exception. Based on data reported by the ASEAN Investment Report, the number of MSME actors in Indonesia at the end of 2021 will be 65.46 million units, which is the largest number of MSMEs in Southeast Asian countries.

This research model is a modification of a study conducted by (Suryani, Fauzi, & Nurhadi, 2020) This study builds a social media quality model for assessing consumer perceptions of MSMEs in the cities of Jakarta, Bandung, Jogja, and Surabaya. The results of this research show that the quality of social media has a
significant and positive effect on brand awareness and image. This research will be conducted in Denpasar City by targeting respondents who have seen the Instagram account @galeriendek and have bought endek clothes at the Bhumimi Gallery. The selection of the Bhumimi Gallery as the research location was based on the results of endek MSME data, with the gallery having the largest number of Instagram followers compared to other endek competitors. Based on data showing that the number of followers on @galeriendek will decrease in 2022, it is necessary to conduct research on the quality of social media and brand image. MSMEs are economic drivers, especially for the people in Denpasar City; this is in line with the Bali Provincial Government's program to increase MSME growth. The results of the study are expected to explain the effect of the quality of social media on brand image and brand awareness as a mediating variable.

**Literature Review**

**Effects Social Media Quality Towards Brand Awareness**

Apart from websites, social media also plays an important role in increasing company brand awareness. If the company can present relevant and interesting information on social media, it can increase customer brand awareness. Social media is categorized as an affordable medium and requires little technical component (Tjandrawibawa, 2020). Companies hope to increase customer awareness about the brands of the products they offer, including their relevance and opportunities for interaction, in the hope that customers will visit their social media sites. Therefore, companies can build brand awareness as a component of brand equity through social media sites. At the evaluation stage, consumers will compare their expectations with the services provided through social media. Then, the quality of social media is determined by the customer's overall perception of its features. If the features used by customers are really needed to obtain information about company profiles or products offered, customers will make return visits to social media, which will increase customer brand awareness (Kraus, Gast, Schleich, Jones, & Ritter, 2019; Patma, Wardana, Wibowo, Narmaditya, & Akbarina, 2021)

Hypotesis 1: Social media quality has a positive and significant effect on brand awareness

**Effect brand awareness towards brand image**

Social-media marketing has attracted increasing attention from marketers, being regarded as one of the most important channels to communicate information about brands to consumers (Bilgin, 2018). Brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain product category. Brand image is a consumer's perception of a brand as a reflection of brand associations that exist in their minds. Research conducted by (Musapat et al., n.d.) stated that the higher the brand awareness felt by consumers, the higher the consumer brand image for users of Hannochs LED lights in Banda Aceh. Brand awareness acts as a variable
that impacts brand image using digital marketing in tourism sector (Barreda, Bilgihan, Nusair, & Okumus, 2016); (Michaelidou, Siamagka, & Christodoulides, 2011)

Hypotesis 2 : brand awareness has a positive and significant effect on brand image

**Effect social media quality towards brand image**

Marketing activities carried out through social media platforms can influence the company's brand image. According to (Bruhn, Schoenmueller, & Schäfer, 2012) social media significantly affects brand equity, including brand awareness. Furthermore, communication stimuli carried out through websites and social media positively influence customer perceptions, thus influencing brand awareness and image. Social media is considered capable of influencing perceptions of brand equity and customer purchasing decisions (Seo & Park, 2018) Companies that develop good social media and websites by implementing customer-requested features enable companies to encourage customer return visits to websites and social media, form positive customer perceptions of the company, and improve both brand awareness and image simultaneously (Jones, Borgman, & Ulusoy, 2015)

Hypotesis 3: Social media quality has a positive and significant effect on brand image

**Role Brand Awareness Mediates Social Media Quality towards Brand Image**

As previously explained, the direct relationship between social media and brand image enhancement is very interesting. However, there is a theoretically based argument that states brand awareness acts as a mediating variable (Helal, Ozuem, & Lancaster, 2018). External environmental stimuli resulting from customer perceptions of the quality of social media can enhance brand image. Furthermore, the resulting brand awareness creates both positive and negative perceptions of a product, which customers can share with their circle of friends through various digital channels, such as product reviews, website comments, or social media updates (Chu & Kim, 2011); (Hutter, Hautz, Dennhardt, & Füller, 2013)

Hypotesis 4: Brand Awareness Mediates Social Media Quality towards Brand Image

**Method**

This research is a type of quantitative research. Quantitative research is a method that aims to measure data and usually uses some statistical analysis. When viewed by its nature, this research is included in explanatory research because it explains the relationship between variables through hypothesis testing. The population in this study were all Endek consumers who buy Galeri Endek clothing and are domiciled in Denpasar City. The sampling method used by the researcher is non-probability sampling, which does not provide equal opportunities for each member of the
population to be selected as a sample. Determination of the sample using the purposive sampling technique, where the determination of the sample is based on predetermined criteria. The respondents' criteria are as follows: 1) Respondent age more than 18 years; 2) domicile in Denpasar City; 3) consumer already follows Instagram account @galeriendek; 4) consumer already buys endek cloth at Galeri Endek Bhumimi

In the method of determining the sample, it states that the best sample size for multivariate analysis is 5–10 times the number of parameters in the model, equal to 5–10 times the number of manifest indicators of all latent indicators (Solimun, n.d.). The number of parameters used in this study was 11. The sample range was between 55 and 110 respondents. Researchers have the opportunity to use a sample between these numbers. The sample set consists of 100 respondents. Data were collected using an instrument in the form of a questionnaire. The measurement scale uses a Likert scale with five categories, from "strongly agree" to "strongly disagree," and participants are required to indicate a degree of agreement or disagreement with a series of statements about the stimulus object. After collecting the questionnaires, validity and reliability tests are carried out. This study uses path analysis and SPSS Version 22. Mediated test between variables using the Sobel test method

**Result and Discussion**

**Respondent Profile**

Respondents who meet the criteria and are eligible for this study are 100 respondents. Respondent profiles are descriptions or descriptions of respondents from several demo variables such as gender, age, last education, average monthly income and length of business. Based on the results of the respondents' demographic answers, it can be explained that: 1) The characteristics of the respondent's gender are dominated by women by 70%. 2) The age of the majority of respondents is in the range of 20-30 years by 65%. 3) The education of the last respondents is the majority with an undergraduate education level of 65%.

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Classification</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>Male</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Frequency</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>20-30 years</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td></td>
<td>31-40 years</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>41-50 years</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>51-60 years</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Frequency</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>3</td>
<td>Last education</td>
<td>SMA</td>
<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>
The validity and reliability tests of this study were conducted on 100 respondents. To measure the feasibility, it can be seen from the correlated item total and Cronbach alpha of each statement made. Based on the results of the validity test of the measurement items of this study, it was declared valid by looking at the correlated item-total value, which resulted in the calculated $r_{count} > r_{table}$ (0.361) and was positive (Ghozali, 2005). From the results of Cronbach's alpha reliability test, we can conclude that the value of each variable is $> 0.60$ and that all of these items are reliable. After testing the validity and reliability, the next stage is the classic hypothesis tests, including the normality test, multicollinearity test, and heterogeneity test.

The normality test in this study uses the nonparametric statistical test Monte Carlo sig. (2-tailed) 0.200 and 0.256. We can conclude that the data in this study are normally distributed. In this study, the multicollinearity test showed that the tolerance for social media quality was 1.000 $> 0.1$ and brand awareness was 0.480 $> 0.1$. Likewise, the VIF value of social media quality is 1.000 $< 10$, and brand awareness is 2.084 $< 10$. So in this study, there is no multicollinearity. In the heteroscedasticity test, the results of the significance of the variables show greater than 0.05; the social media quality is 0.278; and the brand awareness is 0.481. So in this study, there were no symptoms of heteroscedasticity in each variable. Based on the results of the three classical assumption tests, it shows that the research data is feasible to proceed to data analysis for hypothesis testing.

### 1. Path Coefficient Analysis

The calculation of the path coefficient was carried out by means of regression analysis through software (SPSS) 22 for Windows which was obtained from the results shown in Table 2.

<table>
<thead>
<tr>
<th>Model</th>
<th>R Square</th>
<th>Standardized Coefficients</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Quality</td>
<td>0.520</td>
<td>0.721</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Based on the results of the analysis of substructure path 1 as presented in Table 5.4, the structural equation is as follows:
\[ Y_1 = \beta_1 X_1 + e_1 \]
\[ Y_1 = 0.721 X_1 + e_1 \]

Table 3. Regression Equation Path Analysis Results 2

<table>
<thead>
<tr>
<th>Model</th>
<th>R Square</th>
<th>Standardized Coefficients</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Quality</td>
<td>0.858</td>
<td>0.905</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>0.028</td>
<td>0.028</td>
<td>0.002</td>
</tr>
</tbody>
</table>

Based on the results of the analysis of substructure path 1 as presented in Table 5.4, the structural equation is as follows:

\[ Y_2 = \beta_2 X_1 + \beta_3 Y_1 + e_2 \]
\[ Y_2 = 0.905 X_1 + 0.028 Y_1 + e_2 \]

2. Testing the value of the coefficient of determination (R\(^2\)) of the error variable (e)

Based on the substructure 1 and substructure 2 models, the final path diagram model can be constructed. Before compiling the final path diagram model, the standard error values are calculated as follows:

Table 4. Standard Error Result

<table>
<thead>
<tr>
<th>Variables</th>
<th>Standard Error Result</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pe(_1)</td>
<td>0.692</td>
<td>Standard error social media quality variables (e(_1))</td>
</tr>
<tr>
<td>Pe(_2)</td>
<td>0.376</td>
<td>Standard error brand image variables (e(_2))</td>
</tr>
</tbody>
</table>

Based on the calculation of the effect of the Pe\(_1\) error, the result of the effect of the Pe\(_1\) error is 0.692 and the effect of the Pe\(_2\) error is 0.376. The results of the total determination coefficient are as follows:

Table 5. Total Determination Coefficient Test Results
The total determination value of 0.933 means that 93.3% of the variation in brand image is influenced by variations in the quality of social media and brand awareness while the remaining 6.7% is explained by other factors not included in the model.

3. Variable partial effect

The test criteria to explain the interpretation of the influence between each variable are as follows:

If Sig. t < 0.05 then H0 is rejected and H1 is accepted.

If Sig. t > 0.05 then H0 is accepted and H1 is rejected.

(1) The effect of social media quality on brand awareness

H0: Social Media Quality has no positive and significant effect on brand awareness

H1: Social Media Quality has a positive and significant effect on brand awareness

Based on the results of the analysis of the effect of service quality on perceived value, the value of Sig. t is 0.000 with a beta coefficient of 0.721. Sig. The t value of 0.000 < 0.05 indicates that H0 is rejected and H1 is accepted. This result means that the quality of social media has a positive and significant effect on brand awareness

(2) The effect of social media quality on brand image

H0: The quality of social media has no positive and significant effect on brand image

H1: The quality of social media has a positive and significant effect on brand image

Based on the results of the analysis of the effect of service quality on customer satisfaction, the value of Sig. t is 0.000 with a beta coefficient of 0.905. Sig. Value t 0.000 < 0.05 indicates that H0 is rejected and H1 is accepted. This result means that the quality of social media has a positive and significant effect on brand image
(3) The effect of brand awareness on brand image

H0: Brand awareness has no positive and significant effect on brand image

H1: Brand awareness has a positive and significant effect on brand image

Based on the results of the analysis of the effect of perceived value on consumer satisfaction, the value of Sig. t is 0.000 with a beta coefficient of 0.028. Sig. Value t 0.002 <0.05 indicates that H0 is rejected and H1 is accepted. This result means that brand awareness has a positive and significant effect on brand image

4) Summarizing and Concluding

The results of the path coefficient on the research hypothesis can be described as follows:

```
<table>
<thead>
<tr>
<th>Variable Effect</th>
<th>Direct Effect</th>
<th>Indirect Effect through Brand Awareness (Y1) (β1x β3)</th>
<th>Total Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1→Y1</td>
<td>0.721</td>
<td>-</td>
<td>0.721</td>
</tr>
</tbody>
</table>
```

Figure 2. Diagram Model Validation

Based on the final path diagram model validation image, it can be calculated the amount of direct and indirect influence and the total effect between variables. Calculation of the influence between variables is summarized in Table 6 as follows.

Direct Influence and Indirect Influence and Total Influence Social Media Quality (X1), Brand Awareness (Y1), and Brand Image (Y2)
Sobel Test

If $t_{count} > t_{table}$ then $Ho$ is rejected. Based on the calculation, the $t$-count value is 0.053. If the calculated $t$-count value is less than $t$-table of 1.96, the mediator variable is considered not to mediate the relationship between the dependent variable and the independent variable. Therefore, it can be concluded that Brand Awareness does not mediate the influence of social media quality on brand image.

Discussion

Quality of social media has a positive and significant effect on brand awareness. Based on the results of the statistical test, the $t$ obtained has a significant level of $0.000 < 0.05$. This is in line with (Tanjaya, 2017) research which was conducted in the culinary sector and stated that the quality of social media has an effect on brand awareness in the minds of consumers. Quality of social media has a positive and significant effect on brand image. Based on the results of the $t$ statistical test obtained, there is a significant level of $0.000 < 0.005$. This is in line with the research of (Suwarsih & Gunawan, 2021) which states that the attractive quality of social media influences the brand's image. MSMEs need to display social media accounts that are informative and attractive so that they have an impact on a good brand image in the minds of consumers. Brand awareness has a positive and significant effect on brand image. Based on the results of the $t$ statistical test obtained, there is a significant level of $0.000 < 0.005$. This is in line with (Ahdiany, 2021) which states that the higher the level of consumer awareness, the more dominant the brand is. After consumers identify a brand, it will give meaning to the brand and build association. Based on the results of the mediation test, the Sobel test obtained a $t$-count value of 0.053. If the calculated $t$-count value is less than the $t$-table of 1.96, then the mediator variable is considered not to mediate the relationship between the dependent variable and the independent variable. Research conducted by (Robiatul Adhawiyah, 2019) stated that the brand awareness variable mediated between social media marketing and purchasing decisions. Therefore, it can be concluded that brand awareness does not mediate the influence of social media quality on brand image.

Conclusion

The digital technology revolution on social media has occurred and is gradually changing consumer behavior and expectations. Currently, social media is used by various business units as a strategic communication medium. Hence, social media as a set of online media platforms provides new ways not only for individuals but also...
for business-oriented organizations to promote and communicate their values with their target audience. The implication of this study showed that the social media quality has a positive and significant effect on brand awareness. The social media quality has a positive and significant effect on brand image. Based on the results of the Sobel test to calculate the mediating effect, the brand awareness variable does not mediate between the social media quality and brand image. The contribution to Galeri Endek Bhumimi based on study suggest such as: 1) Galeri Endek Bhumimi form a good brand image with display attractive social media quality, maintain the quality of endek clothing in store and provide satisfied service quality to costumers. 2) Galeri Endek Bhumimi should improve the good social media quality so that it can improve brand awareness and brand image. The empirical evidence suggests that the selection of endek cloth by consumers is impacted by their perception of the brand.

This study has several limitations, namely, that the instruments used in this study will not be the same when applied to other samples or studies. So that the results of this study can be generalized to other samples or studies, this instrument needs to be developed according to empirical conditions and retested. Respondents in this study were limited to consumers who shopped at Galeri Endek Bhumimi, so the results of this study might be different if they were generalized to consumers who were in stores and other areas. The research data is only based on respondents' perceptions obtained through a questionnaire, so the possibility of bias in this study cannot be avoided. Future researchers can combine data collection methods with interview techniques and in-depth observation methods to obtain higher-quality data. The sample used in this study was 100 respondents. Further research may involve other variables such as brand equity, market orientation, and entrepreneurial orientation.

References


