THE IMPACT SOCIAL MEDIA MARKETING, SOCIAL INTERACTIVITY AND PERCEIVED QUALITY OF BRAND LOYALTY ON IPHONE USERS

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ABSTRACT

Brand loyalty plays a crucial role in social media services for consumers. Marketing activities through social media can predict and focus on consumer values in brand selection and sharing information with other consumers through social media. Therefore, the purpose of this study is to investigate the impacts of Social Media Marketing, Social Interactivity, and Perceived Quality on Brand Loyalty among iPhone users. The research employed a survey method, and a set of questionnaires were administered to 117 iPhone users located in a specific area via Google Forms. Structural Equation Modelling (SEM) and SmartPLS 4 were utilized to analyze the collected data. The findings demonstrated that Social Media Marketing has a significant simultaneous effect on brand loyalty among iPhone users, although its partial effects were insignificant. Effective Social Media Marketing can enhance iPhone users' loyalty to the brand as they actively engage in marketing campaigns on social media. Social Interactivity also has a significant effect on brand loyalty among iPhone users. Social interactions between users and the brand on social media influence user engagement, relationship, and experience with the brand, which in turn affects iPhone users' loyalty. Perceived Quality also plays a crucial role in influencing brand loyalty among iPhone users. iPhone users who perceive the product as high-quality tend to be more loyal to the brand. There are interrelated relationships between Social Media Marketing, Social Interactivity, and Perceived Quality in shaping brand loyalty among iPhone users. Therefore, Marketers and brand managers should focus on developing effective social media strategies, good user interactions, and product quality enhancement to improve user loyalty to the iPhone brand.

Keywords: Brand Loyalty, Perceived Quality, Social Interactivity, Social Media Marketing.

1. INTRODUCTION

Over the last ten years, social media has become a crucial element of marketing strategies for businesses. Social media platforms, including Facebook, Twitter, Instagram, and LinkedIn, have become essential tools for businesses to connect with their customers and market their brands (Haudi et al., 2022). Social media marketing has become an effective tool for businesses to increase brand awareness, customer engagement, and ultimately, brand loyalty. With the growing popularity of social media, businesses are leveraging the power of social media to create brand loyalty among their customers (Malarvizhi et al., 2022).

Social media has become a necessity in today's modern society, and businesses are quickly harnessing its potential for marketing and branding purposes (Ianenko et al., 2022). The iPhone has a large and loyal customer base that is highly engaged on social media. Social interactivity, defined as the extent to which individuals can interact with others on social media platforms, plays a crucial role in brand loyalty (Nuseir & Elrefae, 2022).

1. **Figure 1_Statistics of iPhone users 2016 – 2021**
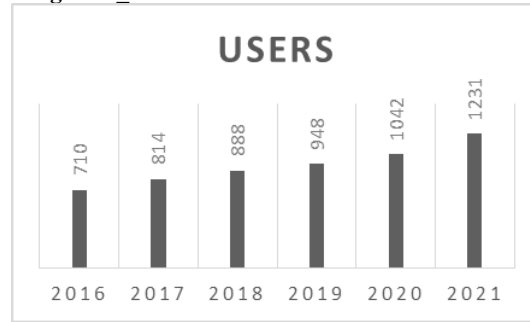
Source: (Rizaty, 2022)

The statistics from the "*databook*" source above show an increasing number of iPhone users each year. This growth indicates that the iPhone remains one of the top choices for smartphone consumers worldwide, especially in Indonesia. The iPhone is also known for its quality and security, which is a consideration for choosing Apple products, including the iPhone (Rizaty, 2022).

One of the main benefits of social media marketing is its ability to foster engagement and interactivity between brands and consumers. Social interactivity can take many forms, including likes, comments, shares, and direct messages, and can be an effective method for building relationships with customers and enhancing brand loyalty (Hanaysha, 2022). The extent to which social media marketing, social interactivity, and perceived quality contribute to brand loyalty is a crucial question for researchers and marketers (Grewal et al., 2020).

In addition, for businesses aiming to enhance their social media marketing strategies and promote brand loyalty among iPhone users, understanding the factors that drive brand loyalty in this market can help companies develop targeted marketing campaigns and increase customer engagement to boost brand loyalty (Shanahan et al., 2019). The perception of quality is another important factor that influences brand loyalty (Aakko & Niinimäki, 2022). Customers who perceive a product as high-quality are more likely to remain loyal to the brand (Liu et al., 2019).

The study conducted by (Cahyani et al., 2022) indicated that social media marketing and perceived quality have an impact on brand loyalty in the e-commerce platform Tokopedia. Supported by the research findings of (Islam & Hafiz, 2022), the study uncovered a correlation between perceived quality, social media marketing, and brand loyalty among millennial consumers in Bangladesh. Meanwhile, (Maulana et al., 2023) found that Social Interactivity does not have a positive influence on Brand Loyalty on the Facebook social media platform. Based on these previous research findings, this topic is of interest for researchers to conduct further studies on. The impact of Social Media Marketing, Social Interactivity, and Perceived Quality on Brand Loyalty, with iPhone users as the research subject.

2. LITERATURE REVIEW

Overall, the existing literature suggests that social media marketing strategies, social interactions on social media, and perceived quality have a favourable effect on brand loyalty. Therefore, companies should pay attention to these aspects in building and maintaining customer loyalty.

The following is a literature review on how social media marketing, social interactions, and perceived quality influence brand loyalty, including several journal references.

2.1. *Social Media Marketing*

Social media marketing is one of the ways to monitor and facilitate positive consumer interactions and engagement with the company and brand (Cahyani et al., 2022). The social media they use enables long-distance connections among users to engage in conversations, interactions, and collaborations,

allowing users to create personal social media networks such as WhatsApp, Instagram, TikTok, and others (Ebrahim, 2020).

Marketers nowadays strive to maintain brand loyalty among consumers through various aspects, including social media marketing. Through the social media platforms used by consumers, companies can easily promote their products and create appeal to consumers who are fond of the brand and products they use. This is how social media marketing influences their brand loyalty (Nilowardono et al., 2020).

Based on this understanding, consumers are willing to pay a premium for products they like in order to show loyalty to the brand, and this loyalty becomes their greatest asset as consumers. This phenomenon becomes an interesting topic for companies to measure consumer interest or engagement with a brand, and it depends on changes in consumer behaviour, considering the impact of social media usage by consumers and the efforts made by companies in social media marketing (Sohail et al., 2019).

H1 :   Social Media Marketing has a positive and significant effect on Brand Loyalty

2.2.   *Social Interactivity*

Social interactivity, as a social media feature that allows users to connect, interact, and share information with each other, has become a crucial aspect of brand marketing strategy (Malarvizhi et al., 2022). Social interactivity can influence consumer brand loyalty, as consumers can experience positive social interactions with a brand through social media interactions (Kim & Lee, 2019).

The relationship between social interactions and brand loyalty with a sequential mediation model. Findings indicate that social interactions positively influence brand affection, which in turn positively impacts brand loyalty (Fernandes et al., 2019).

Another study investigated the link between social interactivity, customer experience, and brand loyalty. The findings suggest that social interactivity can improve customer experience and brand loyalty, and that customer experience serves as a mediator between social interactivity and brand loyalty (Gleim et al., 2019).

H2 :   Social Interactivity has a positive and significant effect on Brand Loyalty

2.3.   *Perceived Quality*

Perceived Quality and brand loyalty are crucial factors in shaping and maintaining the relationship between companies and customers in the digital era (Haudi et al., 2022). It is important for companies to understand the needs and preferences of customers, as well as strengthen relationships by providing high-quality services and meeting customer expectations (Park et al., 2020).

The perceived quality of consumer products in Taiwan is affected by the corporate social responsibility (CSR) of companies, which, in turn, affects brand loyalty. The study's results demonstrate that CSR has a positive impact on perceived quality and brand loyalty, and that the relationship between CSR and perceived quality is moderated by product involvement (Mehreen et al., 2020).

The literature on customer loyalty, including perceived quality as a critical factor influencing brand loyalty in the hospitality industry. This article also discusses the role of technology and the impact of the COVID-19 pandemic on customer loyalty (Lai & Wong, 2020).

H3 :   Perceived Quality has a positive and significant effect on Brand Loyalty

2.4.   *Brand Loyalty*

Recent research has explored the impact of brand loyalty on social media marketing strategies, with earlier studies examining the role of branding in social media marketing campaigns. Several research

studies have also focused on leveraging social media marketing activities to anticipate and influence individuals' intentions to develop brand loyalty and trust (Nilowardono et al., 2020).

Earlier research has explored the connection between social media marketing campaigns and purchase intention, a topic that has been extensively studied in the literature. Various research studies have been conducted to explore how social media marketing activities influence consumer behaviour intention during their interactions with brands (Ting et al., 2020).

In previous studies, it has been found that there is a relationship between customers and brands in terms of purchasing a product and being satisfied with the benefits provided, which tends to result in brand loyalty. Brand loyalty typically arises from customers' satisfaction with the quality of the products offered. When customers repeatedly purchase the same product from a particular brand, they tend to believe that every product produced by that brand has unique quality that cannot be found in other brands (Shanahan et al., 2019).

H4 : **Social Media Marketing, Social Interactivity and Perceived Quality has a positive and significant on Brand Loyalty**

Figure 2_Framework Hypothesis
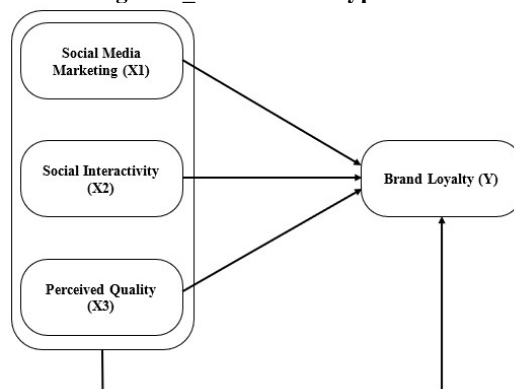
Source: Author

3. RESEARCH MODEL

3.1. *Types of research*

This research employs a qualitative descriptive method with the aim of collecting data that can contribute to the understanding of phenomena occurring within a specific population or area. This study is expected to adhere to the principles of objectivity, reliable measurement, empiricism, as well as organization and rationality. Additionally, this research endeavours to identify causal relationships between the variables under investigation and the research hypotheses.

3.2. *Population and sample*

The population of this study consists of iPhone users located in Bandung and Jakarta. According to Roscoe's theory (Sugiyono, 2017), an adequate sample size to support the research ranges from 30 to 500 samples. Therefore, this study sampled a total of 117 respondents.

3.3.   Data collection

       Data for this study was collected through online questionnaires distributed via Google Forms and analyzed using SmartPLS software. A Likert scale was used to measure responses, with options ranging from "Strongly Disagree," "Disagree," "Neutral," "Agree," to "Strongly Agree."
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4. RESULT AND DISCUSSION

*4.1.   Research Object Description*

       The results from 117 respondents consisted of 75 males (64%) and 42 females (36%). Based on their age, 84 respondents were aged between 19 to 25 years (72%), 26 respondents were aged between 26 to 32 years (22%), while 7 respondents were aged 33 years or above (6%). Based on duration of usage, 66 respondents had used for less than 5 years (56%), 41 respondents had used for 5 to 10 years (35%), and 10 respondents had used for more than 10 years (9%).
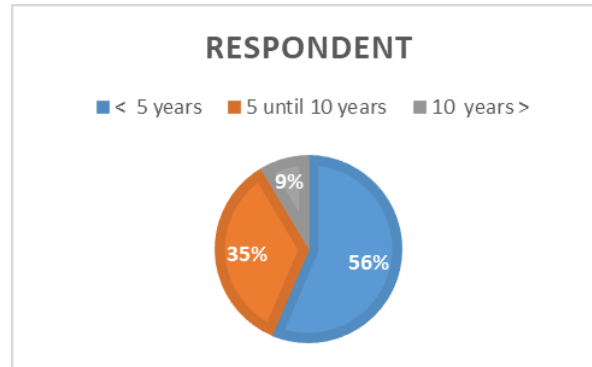
Figure 3_Statistics based on gender
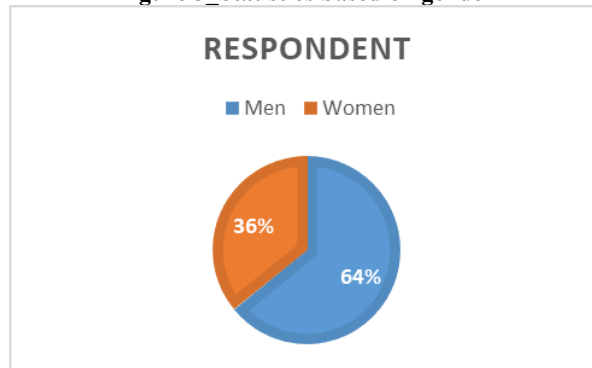
Source: Author

Figure 4_Statistics based on age
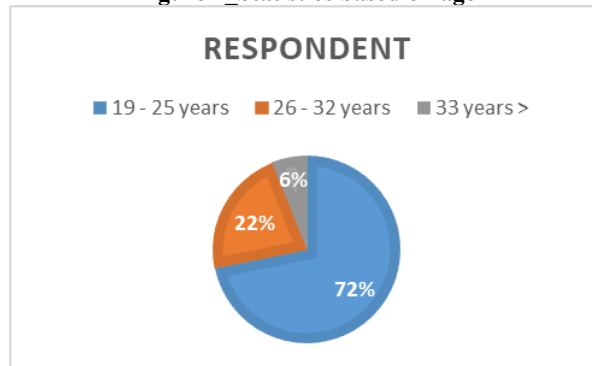
Source: Author

Figure 5_Statistics based on duration of usage

RESPONDENT

■ < 5 years ■ 5 until 10 years ■ 10 years >

Source: Author

4.2. Outer Model

4.2.1. Validation

The validity test in this research was conducted to ensure the measurement scale's validity in the questionnaire. The methods used to test data validity were convergent validity (cross-loading) and Average Variance Extracted (AVE). Constructs are considered valid if the AVE value is > 0.05 and the outer loading value is > 0.7, in accordance with the established criteria (Hair et al., 2018)

In this study, there was one indicator, Social Media Marketing (SMM5), found to be invalid and has been eliminated. After eliminating the invalid indicator, a retest of validity was conducted, and all indicators were declared valid with cross-loading values > 0.7, as seen in Table 1.

Table 1
Outer Loadings

	BL	PQ	SI	SMM
BL1	0,783			
BL2	0,797			
BL3	0,833			
BL4	0,837			
BL5	0,846			
PQ1		0,797		
PQ2		0,726		
PQ3		0,829		
PQ4		0,738		
PQ5		0,863		
SI1			0,663	
SI2			0,814	
SI3			0,825	
SI4			0,760	
SI5			0,770	
SMM1				0,681
SMM2				0,819

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				0,787
SMM3				0,787
SMM4				0,696

After eliminating the invalid indicators, the AVE test was conducted. The results of the AVE test showed that all values were above > 0.5, as seen in Table 2.

Table 2
Average Variance Extracted

	Average variance extracted (AVE)
BL	0,671
PQ	0,628
SI	0,590
SMM	0,559

4.2.2. Reliability

In this study, the reliability test was measured using two methods, namely Cronbach's Alpha and Composite Reliability. Cronbach's Alpha was used as the minimum indicator to measure data reliability, while Composite Reliability was used to measure actual reliability at the variable level. Data is considered to have good reliability if the values of these reliability tests are > 0.7.

Table 3
Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BL	0,878	0,882	0,911	0,671
PQ	0,850	0,857	0,893	0,628
SI	0,828	0,843	0,878	0,590
SMM	0,738	0,753	0,835	0,559

From the table above, it can be seen that the reliability test values for each variable conducted are > 0.7. Therefore, the data can be considered good and have high reliability.

4.3. Inner Model

4.3.1. R Square

The R-square test is used to measure the extent of the influence of a dependent variable on other variables.

Table 4
R Square

	R-square	R-square adjusted
BL	0,669	0,666

The table above concludes that Brand Loyalty has a value of 0.666 on Social Media Marketing, Social Interactivity, and Perceived Quality, which account for 66.6% of the influence on Brand Loyalty.

4.4.   Hypothesis Test

Table 5
Hypothesis Test (partial)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
PQ -> BL	0,540	0,540	0,077	6,968	0,000
SI -> BL	0,411	0,405	0,092	4,470	0,000
SMM -> BL	-0,037	-0,027	0,083	0,453	0,651

Source: SmartPLS 4, Author

The Impact Social Media Marketing on Brand Loyalty

The obtained beta score for the impact of Social Media Marketing on Brand Loyalty in this study was -0.037 with a p-value of 0.651 (p < 0.05) and a t-statistic of 0.453 (p > 1.98), indicating that H1 is rejected. These results imply that Social Media Marketing does not have a significant impact on Brand Loyalty in the sample studied. Further investigations or replication of the study using larger sample sizes or different analytical methods are necessary to gain a deeper understanding of the variables under study (Zollo et al., 2020). It should be noted that research results may differ based on the context and characteristics of the sample used (Ceyhan, 2019).

The Impact Social Interactivity on Brand Loyalty

The results show that Social Interactivity has a positive impact on Brand Loyalty with a significant beta score of 0.411 and a p-value of 0.000 (p < 0.05), as well as a t-statistic of 4.470 (p > 1.98), which confirms the acceptance of H2. This means that the more social interaction occurs between consumers and brands, the higher the level of brand loyalty among consumers. These findings have important implications for developing effective marketing strategies aimed at strengthening brand loyalty, such as increasing social interaction between brands and consumers through social media or other online platforms (Kim & Lee, 2019 ; Fernandes et al., 2019). It is important to note that the results of this study may be influenced by contextual and sample characteristics and may require further investigation or replication using larger sample sizes or different analytical methods.

The Impact Social Perceived Quality on Brand Loyalty

The results of the analysis indicate that Perceived Quality has a significant and positive influence on Brand Loyalty, with a beta score of 0.540, a p-value of 0.000 (p < 0.05), and a t-statistic of 6.968 (p > 1.98). Hence, H3 is accepted, indicating the importance of Perceived Quality in driving Brand Loyalty. The higher the perceived quality of the brand by consumers, the higher their loyalty towards the brand. These findings can be used to develop effective marketing strategies, such as enhancing the perceived quality of the brand through brand-consumer interactions, user reviews, or engagement with other users on social media platforms (Haudi et al., 2022). In this context, companies can focus on efforts to improve the perception of social quality of their products or brands through effective communication, good customer relationship management, and the development of marketing campaigns that emphasize positive social interactions between the brand and consumers (Park et al., 2020).

Figure 6_Result Diagram PLS 4 (*partial*)

Source: SmartPLS 4, Author
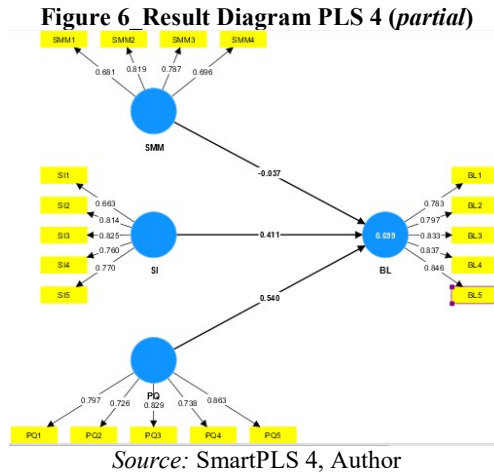
Table 6
Hypothesis Test (simultaneously)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
SMM, SI, PQ (variable x) -> BL (variable y)	0,818	0,823	0,038	21,755	0,000

Source: SmartPLS 4, Author

The Impact Social Media Marketing, Social Interactivity and Perceived Quality on Brand Loyalty

The obtained values for the variables x, namely Social Media Marketing, Social Interactivity, and Perceived Quality, on the variable y, namely Brand Loyalty, resulted in a positive beta score of 0.818 with a p-value of 0.000 (p < 0.05) and a t-statistic of 21.755 (p > 1.96). Therefore, H4 is accepted, indicating that Social Media Marketing, Social Interactivity, and Perceived Quality significantly influence Brand Loyalty. Effective management of Social Media Marketing, positive social interactions (Social Interactivity), and favourable perception of quality (Perceived Quality) can enhance consumer's Brand Loyalty towards the researched brand or product (Nilowardono et al., 2020). These findings can serve as a guide for companies to develop more effective marketing strategies in enhancing consumer loyalty towards their brands or products through optimal management of these three variables (Shanahan et al., 2019).

Figure 7_Result Diagram PLS 4 (*simultaneously*)

Source: SmartPLS 4, Author
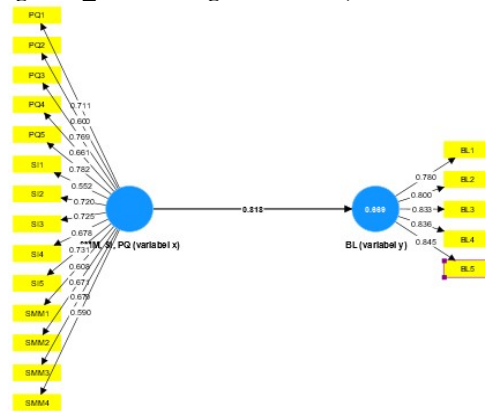
5. CONCLUSION AND RECOMMENDATION

Conclusion

This research can provide new insights that can be gained from social media marketing, social interactivity, perceived quality, and brand loyalty.

To some extent, social media marketing (SMM) does not exert a significant effect on brand loyalty, but it exerts a significant simultaneous effect on brand loyalty specifically among iPhone users. Effective SMM can enhance iPhone user's loyalty towards the brand, as iPhone users tend to engage in interactions resulting from social media marketing campaigns. Social interactivity also has a significant influence on brand loyalty among iPhone users. Social interactions between users and the brand on social media can influence iPhone user's loyalty, as these interactions can enhance user engagement, relationship, and experience with the brand. Perceived quality also plays an important role in influencing brand loyalty among iPhone users. iPhone users who perceive the product as high-quality tend to be more loyal to the brand. A relationship exists between social media marketing, social interactivity, and perceived quality in their impact on the brand loyalty of iPhone users. These three factors interact with each other and can mutually influence in shaping user's loyalty towards the iPhone brand.

Social media marketing, social interactivity, and perceived quality are important factors that influence brand loyalty among iPhone users. Therefore, it is crucial for marketers and brand managers to focus on implementing effective social media strategies, fostering positive interactions with users, and improving product quality to strengthen the loyalty of iPhone users towards the brand.

Recommendation

A research study that investigates the impact of social media marketing on brand loyalty can offer comprehensive insights into the utilization of social media platforms for enhancing brand loyalty. Use quantitative methods with surveys to measure the objective impact of social media marketing, social interactivity, and perceived quality on brand loyalty. Studies that encompass other consumer behaviour factors can provide a more complete insight into the factors that affect brand loyalty. Consider different business contexts and the influence of other variables such as business size, industry sector, and country. The research results should provide practical advice to improve the impact of social media marketing, social interactivity, and perceived quality on brand loyalty. To conduct a more in-depth study of the relationship between social media marketing, social interactivity, perceived quality, and brand loyalty, selecting the right sample, using different social media platforms, analysing data accurately, and updating the literature are also essential. As a researcher, it is important to remain critical of one's own research findings to ensure accuracy and validity.

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