

## Analysis of the Influence Instagram Marketing Activities on Customer Based Brand Equity of the Local Skincare Brand Avoskin Beauty

### ABSTRACT

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The research aims to test and analyze the influence of Instagram marketing activities on customer-based brand equity (brand awareness, brand image, perceived quality, brand love, and Instagram brand re-usage intention). The population in this research is the young generation of productive age in Yogyakarta, and used products from the Avoskin brand. This research uses quantitative methods, the sampling technique is purposive sampling and the data analysis technique uses partial least squares (PLS-SEM) then processed using the SmartPLS 3.0 program. The results of the research show that Instagram marketing activities have a positive effect on brand equity (brand awareness, brand image and perceived quality), while brand equity (brand awareness, brand image and perceived quality) has a positive effect on brand love and Instagram brand re-usage intention. These findings provide actionable insights for businesses aiming to leverage Instagram as a strategic marketing platform. Companies can strengthen customer loyalty and drive sustainable growth by focusing on enhancing brand visibility, improving perceived quality, and fostering emotional connections with consumers through targeted Instagram campaigns.

**Keywords:** Instagram Marketing Activities; Brand Awareness; Brand Image; Perceived Quality; Brand Love; Brand Instagram Re-usage Intention

| Submitted October 2024 | Reviewed November 2024 | Revised December 2024 | Accepted February 2025  
| DOI: <http://dx.doi.org/10.18860/mec-j.v9i1.29519>

### INTRODUCTION

The more competitive and growing in the current period, industry players must now consider survival strategies to survive. The beauty and cosmetics industry is one of the industries that are considered to be rapidly developing. One of the beauty or cosmetic products that catch a lot of attention to everyone is skin care. Therefore, companies in the industry are always vying to seize community support and increase purchasing intention towards the product (Pawestriningrum & Roostika, 2022).

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The beauty industry is increasingly recognized in Indonesia because of its growing popularity. This condition has been proven by the high sales data of e-commerce in early 2021 of 46.8%, with the value of transactions occurring in the skincare category reaching Rp 40 billion (Haasiani, 2022). In Indonesia itself, it is projected and expected that there will be healthy growth for the skin care market. The market was worth US\$1.98 billion at the time and is projected to grow by more than 20% by 2023 (Khairani et al., 2021). In accordance with what has been described above, this time the object that attracts the attention of researchers is located in one of the skincare companies and is a familiar Indonesian brand local name Avoskin.

Avoskin is one of the skin care products that take time for Indonesian women, especially skin care lovers. Avoskin launched several products during its debut in 2014, including Perfect Hydrating Treatment Essence (PHT), which quickly became popular among Indonesian skin care lovers. Consumers' passion for Avoskin products can be seen from Avoskin store at Jakarta X Beauty 2018 event with the slope of the queue found in their stores, PHT sold out in the blink of an eye even within a period of not until 1 day. According to the team of Kompas Avoskin is also one of the most popular local skincare brands sold on various online platforms in Indonesia. Based on existing research data, Avoskin is the best-selling local skin care brand and ranked 4th local skin care brand with total sales of Rp 5.3 billion (Compass.co.id, 2021).

In this modern day, digital information and technology are becoming increasingly important in various areas of life. Digital presence is essential for organizations such as society, government, and the business world. One aspect in terms of digital technology that is experiencing significant growth is social media. Where social media provides an opportunity for business people to be able to establish closer relationships with customers and their prospective customers later (Nahya Nurnafia et al., 2021). Instagram is one of the many most popular social networks worldwide especially in the younger generation. In July 2021 social media platforms reported active Instagram users reach 1.07 billion and 354 million users. Indonesia itself is ranked number four in the country order with 91.77 million active users (Statista, 2023). Users in the age range of 18-24 years are the majority of users. After WhatsApp and YouTube, Instagram became the most widely used social media platform (Aryani et al., 2022).

Customer-based brand equity model (CBBE) assumes that brand strength is determined by what customers learn, experience, see, and hear about brands. Therefore, in other words, the strength of your brand will be on the mind of a customer (Suciarto et al., 2018). Then, if a brand has a high Customer Based Brand Equity, it will be able to provide many benefits and benefits for example in increasing consumer loyalty to price increases, more sensitive to price drops, and more (Setiawan, 2020).

Brand Loyalty is a state of commitment when customers decide to continue choosing a brand or buy a brand that fits regularly so that their satisfaction with the brand increases. Brand Loyalty is synonymous with purchasing decisions based on internal

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motivation to make repeated or long-term purchases (Sucma & Sugiat, 2023). Brand awareness can be interpreted as the ability of customers to identify or remember a brand and associate it with a specific type of product. This way, customers who understand your brand will be able to automatically explain your brand elements without any help. Brand awareness certainly affects consumer interest (Prayogo et al., 2023).

Brand image or so-called brand image is defined as the image that emerges from the brand used and the arrangement that is tangible and intangible because it is composed of a belief, thought and values that create uniqueness (Lailatan Nugroho, 2017). Perceived quality is a thorough evaluation by consumers to feel the overall product excellence at a later date. A perceived quality is a series of quality production or service influenced by the ability to satisfy explicit or implicit needs. The perceived quality is usually described through consumer evaluation of the brand excellence of a product or service. This brand attitude can positively impact value later in life. The perceived quality is another aspect of brand equity that affects customer's decision to buy products and services. Note that perceived quality is the main resource for achieving competitive advantage (Sucma & Sugiat, 2023).

The purpose of this study is: 1) know the influence of Instagram marketing on Brand Awareness; 2) know the influence of Instagram marketing on Brand Image; 3) know the influence of Instagram marketing on quality perception; 4) know the influence of Brand Awareness on brand love; 5) know the influence of Brand Image on brand love; 6) know the influence of perceived quality on Brand Love; 7) know the influence of Brand Awareness on Instagram brand reuse intent; 8) know the influence of Brand Image on Instagram brand reuse intent; 9) know the effect of perceived quality on Instagram brand reuse intent. Thus, this research offers a unique perspective by exploring a different dimension within the context of skincare products, focusing on factors influencing consumer decisions in purchasing highly personal products related to body care, as opposed to the previous study that examined aspects related to the coffee industry, which is more associated with everyday consumption and social interactions.

## LITERATURE REVIEW

### ***Customer Based Brand-Equity Theory***

Keller states and defines customer-based brand equity as a form of differential impact that brand knowledge has on consumer responses to the marketing of the brand. A brand will have positive customer-based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified than when the brand is not identified. Therefore, customers may be more receptive to new brand extensions for brands with positive customer-based brand equity, less sensitive to price increases and withdrawal of advertising support, or more willing to seek the brand in new distribution channels. On the other hand, a brand has negative customer-based

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brand equity if consumers react less favorably to the brand's marketing activities compared to unnamed or fictitious versions of the product (Suciarto et al., 2018).

Despite the fact that researchers still have different views on the sub-constructs of brand equity, it is widely accepted that brand equity is a multi-dimensional concept that includes brand awareness, brand image, perceived quality, and brand loyalty. Customer-based brand equity can also be treated as a hierarchical structure assuming associative and directional relationships across the four dimensions of the construct, including brand awareness, brand associations, perceived quality, and brand loyalty (Aaker, 1991).

### ***Instagram Marketing activities and Brand awareness***

Tatar and Erdoğmuş explain in their research that social media marketing activities in the hospitality business influence a customer's brand awareness, as well as purchase intention and brand loyalty (BIGIN, 2018). According to research conducted by Abiemanyoe (2021) conclude the results of their research, namely social media marketing has a positive and significant influence on brand awareness. Balas & Bija in their research found that social media marketing is strong, and its efficacy can increase brand awareness in the typical virtual world (Ezenwafor et al., 2021). A study conducted in Türkiye concluded that social media marketing significantly influences brand awareness (Bilgin in Ezenwafor et al., 2021).

H1:Instagram marketing activities have a positive effect on brand awareness.

### ***Instagram Marketing activities and Brand image***

The results of the analysis show that social media marketing activities have a significant influence on consumer brand awareness, brand image and brand loyalty (Godey et al., 2016). Social media plays a vital role in creating a solid brand image. Social media platforms enable companies to build brand image and exchange information online, which can be easily shared among a large group of consumers. Furthermore, social media is useful in creating a positive brand image and loyalty, indirectly influencing purchase intention (Pozin in Ali & Naushad, 2023).

H2:Instagram marketing activities have a positive influence on brand image.

### ***Instagram Marketing activities and Perceived quality***

Research conducted by Khadim (2018) proposed that Brand awareness and perceived quality act as important and critical mediators between social media marketing and brand loyalty. The findings suggest that Pakistani consumers are now responding to social media marketing campaigns conducted by brands on various social media platforms like Instagram, Facebook, Twitter, YouTube etc. which helps in increasing Brand awareness, enhancing perceived quality which in turn makes consumers loyal to the brands (Khan et al., 2022).

A study by Huang and Chen found that social media marketing has a significant impact on perceived quality through various mechanisms such as online reviews, brand reputation, and customer engagement (Warbung et al., 2023). Social Media Marketing

can improve perceived quality by increasing consumer interaction and brand trust. The authors found that social media can help in developing a strong brand image and reputation, which can influence consumer perceptions of quality (Kim and Lee in Warbung et al., 2023).

H3: Instagram marketing activities have a positive effect on perceived quality.

#### **Brand awareness and Brand Love**

In this study, it was found that brand trust, brand awareness, and brand image have a significant direct effect on brand loyalty and a significant indirect effect on brand loyalty through the mediating role of brand love (CELIK, 2022). The results of the study showed that trust in the brand, brand awareness, and self-image conformity have a significant influence on loyalty, and this influence is partly mediated by love for the brand (Aydin, 2017).

H4: Brand awareness has a positive effect on brand love.

#### **Brand awareness and Brand Instagram Re-usage Intention**

Research conducted by Richard Chinomona and Eugina Tafadzwa Maziriri (2017) shows that there are several components that can form repurchase intention. From this study it can also be concluded that brand awareness and brand loyalty also have a positive impact on repurchase intention. Arina Pradhita (2015) who conducted research in Malang City also concluded that Brand awareness has a positive effect on Brand loyalty. This study, which uses ready-to-drink coffee as an object, also concluded that Brand awareness has a positive impact on repurchase intention. Brand awareness, on the other hand, has a strong positive relationship with repurchase intention. This supports the research conducted by Chi et al (2009) that consumers tend to buy products that are familiar and profitable to them. Research conducted by Ali (2019) also stated that brand awareness has a positive and significant influence on repurchase intention because the higher a brand is known to consumers, the higher the level of purchases that will be made more than once.

H5: Brand awareness has a positive effect on Instagram brand re-usage intention.

#### **Brand image and Brand Love**

In this study, it was found that brand trust, brand awareness, and brand image have a significant direct effect on brand loyalty and a significant indirect effect on brand loyalty through the mediating role of brand love (CELIK, 2022). Cho and Fiore (2015) It was found that Brand image has a positive and significant effect on Brand Love and makes consumers store positive characteristics of a brand in their minds. The results of other studies also show that brand trust, Brand awareness, and self-image congruence have a significant effect on loyalty, and this effect is partly mediated by brand love (Aydin, 2017).

H6: Brand image has a positive influence on brand love.

#### **Brand image and Brand Instagram Re-usage Intention**

Aaker and Keller (1990) mentions that a Brand with high awareness and a good image can promote Brand loyalty to consumers, and the higher the Brand awareness, the higher the Brand trust and purchase intention to consumers. In accordance with the study "Factors affecting satisfaction and loyalty to online group buying" this is also

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supported by the definition of repurchase intention, which can be described as the consumer's desire to repeat their purchase after having a positive experience with the previous purchase because a good Brand image will make consumers think positively (Garcia et al., 2020). A good brand image will undoubtedly make consumers have an optimistic assumption about their experience when buying that brand. The results of this study indicate that there is an influence between brand image and repurchase intention (Lucky et al., 2023).

H7:Brand image has a positive influence on Instagram brand re-usage intention.

### ***Perceived quality and Brand Love***

In the study "Bridging the gap between Brand gender and Brand loyalty on social media: exploring the mediating effects", the results obtained were that perceived brand quality has a significant and positive impact on Brand Love (Vacas de Carvalho et al., 2020). In research conducted by Huber et al.'s (2015), which confirms the influence of brand ability on Brand Love. Thus, if consumers view Brand awareness, Brand image, and quality positively, they can have a positive effect on attitudinal loyalty towards a brand, including Brand Love. Empirical studies conducted by which show that perceived quality has a positive effect on consumer loyalty, further indicating that perceived quality can build feelings of love for a brand (Brand Love). If companies want to get emotional responses and brand attachment from consumers, then their Brand must have higher quality (Nilowardono et al., 2020).

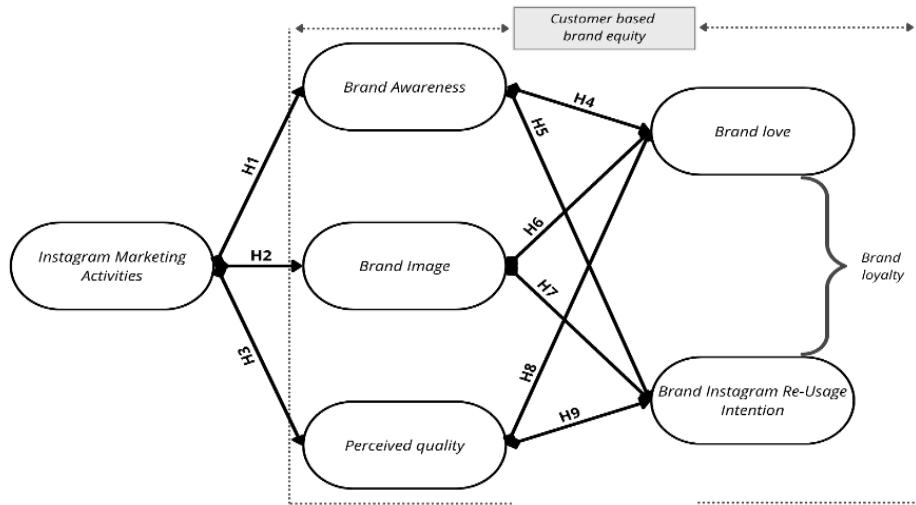
H8:Perceived quality has a positive effect on brand love.

### ***Perceived quality and Brand Instagram Re-usage Intention***

Well-known brands with a positive image can increase consumer brand loyalty, and the higher the brand awareness, the greater the consumer's brand trust and purchase intention (Aaker & Keller, 1990). Chi, Yeh and Chio stated according to their research, namely new views and evidence to study brand loyalty that customer perceived quality will affect brand trust and brand influence, and further affect brand attitudes and purchasing behavior. Thus, perceived quality and brand loyalty are positively correlated, and brand loyalty will increase if perceived quality increases (Chi, Yeh, & Chio, 2009). Judith and Richard further show that perceived quality and brand loyalty have a high relationship, they will positively influence purchase intention (Chi, Yeh, & Yang, 2009).

H9:Perceived quality has a positive effect on Instagram brand re-usage intention.

## Hypothesis of the Research



**Figure 1.** Hypothesis of the research

## METHODOLOGY

This research is a research that uses quantitative methods, where this research will use data in the form of numbers that are processed to analyze the research. According to Creswell (2012) quantitative research is an approach to testing objective theories by testing the relationship between variables. These variables, in turn, can be measured, usually on an instrument, so that numbered data can be analyzed using statistical procedures.

The strategy that will be used in this study is a survey technique, by distributing online questionnaires in the form of Google Forms and then distributing them using social media such as Instagram, WhatsApp, and other social media. This study will use a sampling technique, namely purposive sampling. The main characteristic of this sampling is that the sample members are selected specifically based on the research objectives (Hardani et al., 2020). Thus, the purposive sampling method was chosen for this study for several important reasons. First, this method allows the researcher to select a sample with specific characteristics relevant to the research objectives. In this case, the researcher aims to study the influence of Instagram marketing activities on customer-based brand equity of Avoskin Beauty, so the respondents chosen are consumers or users of Avoskin Beauty products who are active on Instagram and have experience and knowledge related to the brand. This ensures that the data obtained is more relevant and in-depth.

Additionally, purposive sampling offers efficiency in data collection, as the researcher can intentionally select individuals who are considered to have the most useful information for the study, saving time and resources. This method also allows the

researcher to identify respondents who are actively engaged in the Instagram community, making the research findings more valid. By selecting informants with direct experience using the products and interacting with the brand, the data obtained is of higher quality and more accurately reflects the influence of Instagram marketing. Therefore, purposive sampling is considered the most appropriate method for obtaining relevant and in-depth information about the research topic.

In this study, a pilot study will be used to assess the validity and initial reliability of the research instrument. According to Hair et al., the sample for a trial has been determined to be only 5 to 30 people (Sundram & Romli, 2023). Therefore, a pilot study can be conducted by distributing research instruments, in this case the questionnaire will be distributed to a small portion of the research sample of 30 samples and with a target of 150 respondents. This pilot study was conducted using SmartPLS 3.0 software.

The selection of SmartPLS 3.0 as the analysis tool in this study is based on several reasons. First, SMARTPLS is suitable for analyzing complex relationships between variables, such as Instagram marketing activities and brand equity, which interact with each other in this study. Second, the tool is effective for small to medium-sized samples and does not require assumptions of normal distribution in the data, providing flexibility in handling data that is not normally distributed. Third, SMARTPLS allows for the simultaneous testing of both measurement and structural models, enabling the evaluation of the validity and reliability of the measurement instruments while examining the relationships between variables. Fourth, the tool can handle both reflective and formative variables, in line with the characteristics of the variables in this study. Lastly, SmartPLS provides statistical tests such as R-square, path coefficients, and bootstrapping, which help assess the strength of the model and the significance of the relationships between variables. Therefore, SmartPLS 3.0 is chosen for its flexibility, efficiency, and ability to accurately analyze complex models.

## **RESULTS**

### **Validity and Reliability Test**

The results of the validity and reliability tests in this study can be seen in Tables 2 and 3. Based on the results of the validity test, it can be seen that all variable statements submitted to respondents are valid because the loading factor value is  $> (0.5)$  so it can be concluded that all statements in the questionnaire can be said to be suitable as instruments for measuring research data.

**Table 1.** Instrument Validity Test Results

No	Variables	Indicator	Loading Factor	AVE	Information
1	Instagram Marketing Activities (IMA)	IMA 1	0.81	0.624	Valid
2		IMA 2	0.791		Valid
3		IMA 3	0.774		Valid
4		IMA 4	0.686		Valid
5		IMA 5	0.856		Valid
6		IMA 6	0.799		Valid
7		IMA 7	0.782		Valid
8		IMA 8	0.812		Valid
9	Brand Awareness(BA)	BA 1	0.853	0.681	Valid
10		BA 2	0.728		Valid
11		BA 3	0.886		Valid
12		BI 1	0.853		Valid
13	Brand Image(BI)	BI 2	0.745	0.677	Valid
14		BI 3	0.865		Valid
15		PQ 1	0.617		Valid
16	Perceived Quality(PQ)	PQ 2	0.836	0.661	Valid
17		PQ 3	0.95		Valid
18		BL 1	0.654		Valid
19		BL 2	0.648	0.625	Valid
20	Brand Love(BL)	BL 3	0.904		Valid
21		BL 4	0.915		Valid
22		BIRI 1	0.743		Valid
23	Brand Instagram Re-usage Intention (BIRI)	BIRI 2	0.731	0.579	Valid
24		BIRI 3	0.751		Valid
25		BIRI 4	0.817		Valid

Source: Primary Data, processed 2024

**Table 2.** Instrument Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Information
Instagram Marketing Activities(IMA)	0.914	0.93	Reliable
Brand Awareness(BA)	0.766	0.864	Reliable
Brand Image(BI)	0.768	0.862	Reliable
Perceived Quality(PQ)	0.765	0.85	Reliable
Brand Love(BL)	0.839	0.866	Reliable
BrandInstagram Re-Usage-Intention (BIRI)	0.759	0.846	Reliable

**Source:** Primary Data, processed 2024

Based on the results of the reliability test, it can be seen that all the variable statements submitted to respondents are reliable because the Cronbach's alpha value is  $> (0.7)$  so it can be concluded that all the statements in the questionnaire can be said to be reliable as an instrument for measuring research data.

#### **Measurement Model (Outer Model)**

Below are presented the results of the measurement model consisting of convergent validity tests, construct reliability, and discriminant validity from Tables 4 to 6.

The test results in Table 3 show that after evaluating convergent validity using outer loading, we can see that all outer loading values of all items in each variable have values above 0.7, thus all indicators in the research variables can be declared valid based on convergent validity criteria. Further evaluation is carried out to test the construct reliability of the measurement items.

Table 4 shows the results that each variable in this study has a composite reliability value ranging from 0.940 to 0.973, and for the Cronbach's alpha value itself it ranges from 0.905 to 0.968. The results of the composite reliability & Cronbach's alpha of each variable show greater than 0.7, this means that each variable in this study has reliable question items.

**Table 3.** Convergent Validity Test

Variables	Item	Outer Loading
Instagram Marketing Activities(IMA)	IMA1	0.876
	IMA2	0.904
	IMA3	0.903
	IMA4	0.9
	IMA5	0.918
	IMA6	0.908
	IMA7	0.901
	IMA8	0.914
Brand Awareness(BA)	BA1	0.915
	BA2	0.924
	BA3	0.917
Brand Image(BI)	BI1	0.93
	BI2	0.892
	BI3	0.927
Perceived Quality(PQ)	PQ1	0.915
	PQ2	0.913
	PQ3	0.925
Brand Love(BL)	BL1	0.907
	BL2	0.909
	BL3	0.907
	BL4	0.911
Brand Instagram Re-Usage-Intention (BIRI)	BIRI1	0.898
	BIRI2	0.901
	BIRI3	0.913
	BIRI4	0.924

**Source:** Primary Data, processed 2024

**Table 4.** Construct Reliability Test

Variables	Cronbach's Alpha	Composite Reliability
Instagram Marketing Activities(IMA)	0.968	0.973
Brand Awareness(BA)	0.908	0.942
Brand Image(BI)	0.905	0.940
Perceived Quality(PQ)	0.906	0.941
Brand Love(BL)	0.929	0.95
BrandInstagram Re-Usage-Intention (BIRI)	0.93	0.95

**Source:** Primary Data, processed 2024

The results of the discriminant validity test show that the outer loading value is displayed with a bold diagonal value as shown in Table 5. The outer loading value of IMA.1 of 0.876 is greater when compared to the cross loading of the item than other variables. This also applies to all other items, which are known to have a greater outer loading value compared to the cross-loading of the variable with other variables in the model. Therefore, it can be stated that the question items in this study have good discriminant validity, so that the question items of a variable can only describe the variable and can be distinguished from the question items of other variables in the research model.

#### **Structural Model (Inner Model)**

In the second stage of this study, after the evaluation of the structural model (inner model), an evaluation of the structural model (internal model) will be carried out. In the evaluation stage of the structural model, the relationship between variables is tested according to the research hypothesis and the evaluation is carried out based on the goodness of fit model. For the structural model, the most important evaluation metrics are R<sup>2</sup> (explained variance), f<sup>2</sup> (effect size), Q<sup>2</sup> (predictive association), and the size and statistical significance of the structural path coefficients (Hair et al., 2017).

**Table 5.** Discriminant Validity Test

	Instagram Marketing Activities	Brand Awareness	Brand Image	Perceived Quality	Brand Love	Brand Instagram Re-usage Intention
IMA1	<b>0.876</b>	0.467	0.515	0.415	0.414	0.45
IMA2	<b>0.904</b>	0.458	0.443	0.436	0.431	0.503
IMA3	<b>0.903</b>	0.512	0.474	0.495	0.459	0.494
IMA4	<b>0.9</b>	0.436	0.479	0.485	0.473	0.495
IMA5	<b>0.918</b>	0.5	0.498	0.446	0.497	0.487
IMA6	<b>0.908</b>	0.505	0.514	0.468	0.479	0.489
IMA7	<b>0.901</b>	0.447	0.468	0.428	0.45	0.509
IMA8	<b>0.914</b>	0.501	0.498	0.468	0.496	0.536
BA1	0.464	<b>0.915</b>	0.517	0.654	0.534	0.585
BA2	0.489	<b>0.924</b>	0.606	0.627	0.57	0.57
BA3	0.509	<b>0.917</b>	0.54	0.667	0.484	0.574
BI1	0.545	0.568	<b>0.93</b>	0.534	0.566	0.535
BI2	0.44	0.549	<b>0.892</b>	0.521	0.477	0.484
BI3	0.49	0.544	<b>0.927</b>	0.514	0.565	0.542
PQ1	0.491	0.644	0.489	<b>0.915</b>	0.491	0.614
PQ2	0.441	0.628	0.543	<b>0.913</b>	0.503	0.56
PQ3	0.457	0.672	0.539	<b>0.925</b>	0.525	0.572
BL1	0.457	0.542	0.519	0.497	<b>0.907</b>	0.522
BL2	0.472	0.577	0.543	0.559	<b>0.909</b>	0.577
BL3	0.492	0.483	0.534	0.489	<b>0.907</b>	0.53
BL4	0.44	0.486	0.538	0.452	<b>0.911</b>	0.518
BIRI1	0.474	0.551	0.469	0.536	0.499	<b>0.898</b>
BIRI2	0.466	0.532	0.514	0.541	0.529	<b>0.901</b>
BIRI3	0.51	0.599	0.534	0.581	0.566	<b>0.913</b>
BIRI4	0.538	0.593	0.546	0.642	0.554	<b>0.924</b>

**Source:** Primary Data, processed 2024

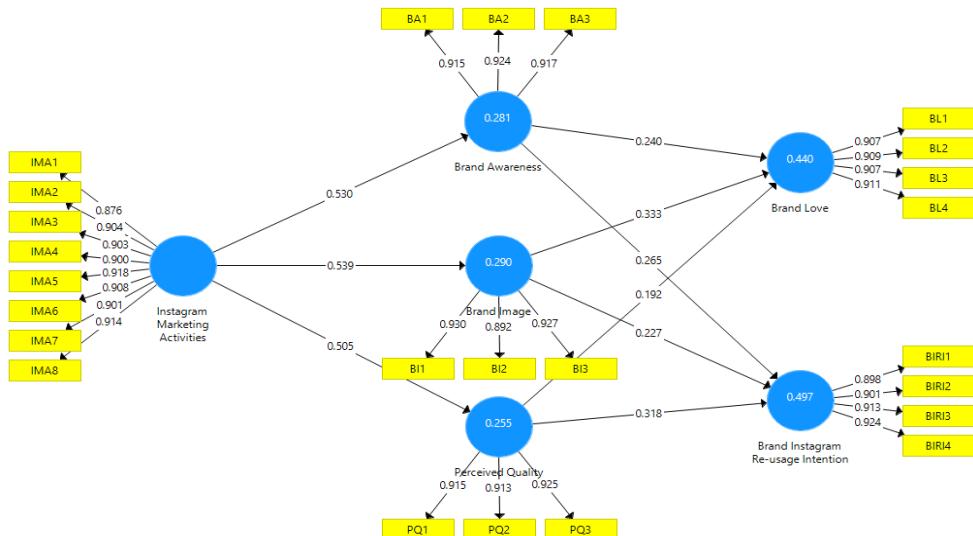


Figure 2. Structural Model

Figure 2 shows the structural model of the relationship between Instagram marketing activities, brand awareness, brand image, perceived quality towards brand love and brand Instagram re-usage intention in the young generation of productive age in the Special Region of Yogyakarta. The results of the evaluation of direct influence in detail will be explained in Table 6.

Table 6. Path Coefficient Test

Hypothesis	Influence	$\beta$	SE	p-value
H1	Instagram Marketing Activities $\rightarrow$ Brand Awareness	0.53	0.128	0
H2	Instagram Marketing Activities $\rightarrow$ Brand Image	0.539	0.121	0
H3	Instagram Marketing Activities $\rightarrow$ Perceived Quality	0.505	0.133	0
H4	Brand Awareness $\rightarrow$ Brand Love	0.24	0.14	0.043
H5	Brand Awareness $\rightarrow$ Brand Instagram Re-usage Intention	0.265	0.135	0.025
H6	Brand Image $\rightarrow$ Brand Love	0.333	0.112	0.002
H7	Brand Image $\rightarrow$ Brand Instagram Re-usage Intention	0.227	0.08	0.002
H8	Perceived Quality $\rightarrow$ Brand Love	0.192	0.112	0.044
H9	Perceived Quality $\rightarrow$ Brand Instagram Re-usage Intention	0.318	0.124	0.005

Source: Primary Data, processed 2024

The evaluation of the PLS structural model will begin by looking at the R-square of each dependent latent variable. Table 7 is the result of the R-square estimate using PLS.

**Table 7. R-Square (R<sub>2</sub>) Test Results**

Endogenous Variables	R Square	R Square Adjusted
Brand Awareness	0.281	0.277
Brand Image	0.29	0.286
Perceived Quality	0.255	0.25
Brand Love	0.44	0.428
Brand Instagram Re-usage Intention	0.497	0.487

**Source:** Primary Data, processed 2024

Table 7 shows where the coefficient of determination (R<sub>2</sub>) on brand awareness is obtained at 0.281. The value of 0.281 means that the Instagram marketing activities variable is able to explain the brand awareness variable by 28.1% and the remaining 71.9% is explained by other variables outside the study. Meanwhile, the corrected determination coefficient or R square adjusted is obtained at 0.277 (27.7%). The results of Table 7 also show where (R<sub>2</sub>) on brand image is obtained at 0.290. The value of 0.290 means that the Instagram marketing activities variable is able to explain the brand image variable by 29.1% and the remaining 70.9% is explained by other variables outside the study. Meanwhile, the corrected determination coefficient or R square adjusted is obtained at 0.286 (28.6%). Other results from Table 7 show that the determination coefficient on perceived quality is obtained at 0.255. The value of 0.255 means that the Instagram marketing activities variable is able to explain the perceived quality variable by 25.5% and the remaining 74.5% is explained by other variables outside the study. Meanwhile, the corrected determination coefficient or R square adjusted is obtained at 0.250 (25.0%).

Table 7 also shows where the coefficient of determination on brand love is obtained at 0.440. The value of 0.440 means that the variables brand awareness, brand image and perceived quality are able to explain the brand love variable by 44.0% and the remaining 56.0% is explained by other variables outside the study. Meanwhile, the corrected coefficient of determination or R square adjusted is obtained at 0.428 (42.8%). The results of Table 7 also show where (R<sub>2</sub>) on the Instagram brand re-usage intention is obtained at 0.497. The value of 0.497 means that brand awareness, brand image and perceived quality are able to explain the brand Instagram re-usage intention variable by 49.7% and the remaining 50.3% is explained by other variables outside the study. Meanwhile, the corrected coefficient of determination or R square adjusted is obtained at 0.487 (48.7%). Therefore, an adjusted R<sub>2</sub> value of more than 25% indicates a fairly close relationship between the variables in the study, so that it can explain the structural model well.

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**Table 8.** Effect Size (F2) Test Results

Influence	Effect Size
Instagram Marketing Activities→Brand Awareness	0.392
Instagram Marketing Activities→Brand Image	0.409
Instagram Marketing Activities→Perceived Quality	0.342
Brand Awareness→Brand Love	0.045
Brand Awareness→Brand Instagram Re-usage Intention	0.062
Brand Image→Brand Love	0.118
Brand Image→Brand Instagram Re-usage Intention	0.061
Perceived Quality→Brand Love	0.031
Perceived Quality→Brand Instagram Re-usage Intention	0.094

**Source:** Primary Data, processed 2024

Table 8 shows that Instagram marketing activities have an effect size of 0.392 on brand awareness, 0.409 on brand image, and 0.342 on perceived quality. The effect size on the influence of Instagram marketing activities on brand awareness can be categorized as a strong influence so that it can be stated that Instagram marketing activities have a strong impact on brand awareness in the young generation of productive age. Then the effect size on the influence of Instagram marketing activities on brand image can be categorized as a strong influence so that it can be stated that Instagram marketing activities have a strong impact on brand image. While the effect size on the influence of Instagram marketing activities on perceived quality can be categorized as a moderate influence so that it can be stated that Instagram marketing activities have a moderate impact on perceived quality.

Table 8 also shows that brand awareness has an effect size of 0.045 on brand love, and 0.062 on brand Instagram re-usage intention. The effect size on the influence of brand awareness on brand love and brand Instagram re-usage intention can be categorized as a weak influence so that it can be stated that brand awareness has a weak impact on brand love and brand Instagram re-usage intention on the young generation of productive age. The brand image variable in this study was also found to have a weak influence on brand love and brand Instagram re-usage intention where it is shown through the effect size of brand love which is 0.118 and 0.061 on the effect size of brand Instagram re-usage intention. Then similar results were also obtained on perceived quality where the results of the effect size test found that there was a weak influence given to brand love and brand Instagram re-usage intention, this can be seen from the effect size of brand love of 0.031, and the effect size of brand Instagram re-usage intention of 0.094.

**Table 9.** Predictive Relevance Test Results (Q2)

Variables	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Awareness	450.000	350.829	0.22
Brand Image	450.000	349.291	0.224
Perceived Quality	450.000	361.519	0.197
Brand Instagram Re-usage Intention	600.000	368.461	0.386
Brand Love	600.000	398.082	0.337

**Source:** Primary Data, processed 2024

Table 9 shows that each exogenous variable in the study has a positive predictive relevance value ( $Q^2$ ), this indicates that each dependent variable in this study can be predicted well by its independent variables. Therefore, the model of the influence of brand awareness, brand image, perceived quality on brand love and brand Instagram re-usage intention can be reused by other studies in the future.

## DISCUSSION

### ***The Influence of Instagram Marketing Activities on Brand Awareness***

The test results conducted using SmartPLS show that Instagram marketing activities have a positive effect on brand awareness, so H1 can be accepted. The results of testing the influence of Instagram marketing activities on brand awareness of the young productive generation in Yogyakarta show a probability value of 0.000 < 0.05, meaning that there is a positive effect. This can prove that the higher the Instagram marketing activities, the more it will increase brand awareness.

Tatar and Erdoğmuş explain in their research that social media marketing activities in the hospitality business influence a customer's brand awareness, as well as purchase intention and brand loyalty (BIGIN, 2018). According to research conducted by Abiemanyoe (2021) conclude the results of their research, namely social media marketing has a positive and significant influence on brand awareness. Balas & Bija in their research found that social media marketing is strong, and its efficacy can increase brand awareness in the typical virtual world (Ezenwafor et al., 2021). A study conducted in Türkiye concluded that social media marketing significantly influences brand awareness (Bilgin in Ezenwafor et al., 2021).

### ***The Influence of Instagram Marketing Activities on Brand Image***

The test results conducted using SmartPLS show that Instagram marketing activities have a positive effect on brand image, so H2 can be accepted. The results of testing the influence of Instagram marketing activities on the brand image of the young generation

## **Analysis of the Influence Instagram Marketing Activities.....**

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of productive age in Yogyakarta show a probability value of 0.000 <0.05, meaning that there is a positive effect. This can prove that the higher the Instagram marketing activities, the more it will increase the brand image.

The results of the analysis show that social media marketing activities have a significant influence on consumer brand awareness, brand image and brand loyalty (Godey et al., 2016). Social media plays a vital role in creating a solid brand image. Social media platforms enable companies to build brand image and exchange information online, which can be easily shared among a large group of consumers. Furthermore, social media is useful in creating a positive brand image and loyalty, indirectly influencing purchase intention (Pozin inAli & Naushad, 2023).

### ***The Influence of Instagram Marketing Activities on Perceived Quality***

The test results conducted using SmartPLS show that Instagram marketing activities have a positive effect on perceived quality, so H3 can be accepted. The results of testing the influence of Instagram marketing activities on the perceived quality of the young productive generation in Yogyakarta show a probability value of 0.000 <0.05, meaning that there is a positive effect. This can prove that the higher the Instagram marketing activities, the more it will increase the perceived quality.

Research conducted by Khadim (2018) proposed that Brand awareness and perceived quality act as important and critical mediators between social media marketing and brand loyalty. The findings suggest that Pakistani consumers are now responding to social media marketing campaigns conducted by brands on various social media platforms like Instagram, Facebook, Twitter, YouTube etc. which helps in increasing Brand awareness, enhancing perceived quality which in turn makes consumers loyal to the brands (Khan et al., 2022). A study by Huang and Chen found that social media marketing has a significant impact on perceived quality through various mechanisms such as online reviews, brand reputation, and customer engagement (Warbung et al., 2023). Social Media Marketing can improve perceived quality by increasing consumer interaction and brand trust. The authors found that social media can help in developing a strong brand image and reputation, which can influence consumer perceptions of quality (Kim and Lee in Warbung et al., 2023).

### ***The Influence of Brand Awareness on Brand Love***

The test results conducted using SmartPLS show that brand awareness has a positive effect on brand love, so H4 can be accepted. The results of testing the effect of brand awareness on brand love of the young productive generation in Yogyakarta show a probability value of 0.043 <0.05, meaning that there is a positive effect. This can prove that the higher the brand awareness, the more it will increase brand love.

In this study, it was found that brand trust, brand awareness, and brand image have a significant direct effect on brand loyalty and a significant indirect effect on brand loyalty

through the mediating role of brand love (CELIK, 2022). The results of the study showed that trust in the brand, brand awareness, and self-image conformity have a significant influence on loyalty, and this influence is partly mediated by love for the brand (Aydin, 2017).

#### ***The Influence of Brand Awareness on Brand Instagram Re-usage Intention***

The test results conducted using SmartPLS show that brand awareness has a positive effect on brand Instagram re-usage intention, so H5 can be accepted. The results of testing the effect of brand awareness on brand Instagram re-usage intention of the young productive generation in Yogyakarta show a probability value of  $0.025 < 0.05$ , meaning that there is a positive effect. This can prove that the higher the brand awareness, the more it will increase the brand Instagram re-usage intention.

Research conducted by Richard Chinomona and Eugina Tafadzwa Maziriri (2017) shows that there are several components that can form repurchase intention. From this study it can also be concluded that brand awareness and brand loyalty also have a positive impact on repurchase intention. Arina Pradhita (2015) who conducted research in Malang City also concluded that Brand awareness has a positive effect on Brand loyalty. This study, which uses ready-to-drink coffee as an object, also concluded that Brand awareness has a positive impact on repurchase intention. Brand awareness, on the other hand, has a strong positive relationship with repurchase intention. This supports the research conducted by Chi et al (2009) that consumers tend to buy products that are familiar and profitable to them. Research conducted by Ali (2019) also stated that brand awareness has a positive and significant influence on repurchase intention because the higher a brand is known to consumers, the higher the level of purchases that will be made more than once.

#### ***The Influence of Brand Image on Brand Love***

The test results conducted using SmartPLS show that brand image has a positive effect on brand love, so H6 can be accepted. The results of testing the influence of brand image on brand love of the young generation of productive age in Yogyakarta show a probability value of  $0.002 < 0.05$ , meaning that there is a positive influence. This can prove that the higher the brand image, the more it will increase brand love.

In this study, it was found that brand trust, brand awareness, and brand image have a significant direct effect on brand loyalty and a significant indirect effect on brand loyalty through the mediating role of brand love (CELIK, 2022). Cho and Fiore (2015) was found that brand image has a positive and significant effect on Brand Love and makes consumers store positive characteristics of a brand in their minds. The results of other studies also show that brand trust, Brand awareness, and self-image congruence have a significant effect on loyalty, and this effect is partly mediated by brand love (Aydin, 2017).

***The Influence of Brand Image on Brand Instagram Re-usage Intention***

The test results conducted using SmartPLS show that brand image has a positive effect on brand Instagram re-usage intention, so H7 can be accepted. The results of testing the influence of brand image on brand Instagram re-usage intention of the young productive generation in Yogyakarta show a probability value of 0.002 <0.05, meaning that there is a positive effect. This can prove that the higher the brand image, the more it will increase brand Instagram re-usage intention.

Aaker and Keller (1990) mentions that a Brand with high awareness and a good image can promote Brand loyalty to consumers, and the higher the Brand awareness, the higher the Brand trust and purchase intention to consumers. In accordance with the study "Factors affecting satisfaction and loyalty to online group buying" this is also supported by the definition of repurchase intention, which can be described as the consumer's desire to repeat their purchase after having a positive experience with the previous purchase because a good Brand image will make consumers think positively (Garcia et al., 2020). A good brand image will undoubtedly make consumers have an optimistic assumption about their experience when buying that brand. The results of this study indicate that there is an influence between brand image and repurchase intention (Lucky et al., 2023).

***The Influence of Perceived Quality on Brand Love***

The test results conducted using SmartPLS show that perceived quality has a positive effect on brand love, so H8 can be accepted. The results of testing the effect of perceived quality on brand love of the young productive generation in Yogyakarta show a probability value of 0.044 <0.05, meaning that there is a positive effect. This can prove that the higher the perceived quality, the more it will increase brand love.

In the study "Bridging the gap between Brand gender and Brand loyalty on social media: exploring the mediating effects", the results obtained were that perceived brand quality has a significant and positive impact on Brand Love (Vacas de Carvalho et al., 2020). In research conducted by Huber et al.'s (2015), which confirms the influence of brand ability on Brand Love. Thus, if consumers view Brand awareness, Brand image, and quality positively, they can have a positive effect on attitudinal loyalty towards a brand, including Brand Love. Empirical studies conducted by Yang show that perceived quality has a positive effect on consumer loyalty, furthermore Yang shows that perceived quality can build feelings of love for a brand (Brand Love). If companies want to get emotional responses and brand attachment from consumers, then their Brand must have higher quality (Nilowardono et al., 2020).

### ***The Influence of Perceived Quality on Instagram Brand Re-usage Intention***

The test results conducted using SmartPLS show that perceived quality has a positive effect on brand Instagram re-usage intention, so H9 can be accepted. The results of testing the effect of perceived quality on brand Instagram re-usage intention of the young productive generation in Yogyakarta show a probability value of 0.005 < 0.05, meaning that there is a positive effect. This can prove that the higher the perceived quality, the more it will increase brand Instagram re-usage intention.

Well-known brands with a positive image can increase consumer brand loyalty, and the higher the brand awareness, the greater the consumer's brand trust and purchase intention (Aaker & Keller, 1990). Chi, Yeh and Chio stated according to their research, namely new views and evidence to study brand loyalty that customer perceived quality will affect brand trust and brand influence, and further affect brand attitudes and purchasing behavior. Thus, perceived quality and brand loyalty are positively correlated, and brand loyalty will increase if perceived quality increases (Chi, Yeh, & Chio, 2009). Judith and Richard further show that perceived quality and brand loyalty have a high relationship, they will positively influence purchase intention (Chi, Yeh, & Yang, 2009).

## **CONCLUSION**

The results of the study indicate that Instagram marketing activities have a positive and significant impact on the dimensions of brand equity, namely brand awareness, brand image, and perceived quality. This finding indicates that Instagram marketing effectively enhances consumer awareness of the brand, shapes a positive brand image, and improves consumers' perception of product quality. Furthermore, these brand equity dimensions, including brand awareness, brand image, and perceived quality, positively influence brand love, suggesting that consumers who are more familiar with the brand, hold a positive image of it, and perceive its quality favorably are more likely to develop a strong emotional connection with the brand. Additionally, the study reveals that these brand equity dimensions significantly affect consumers' intention to reuse the brand on Instagram. Consumers with positive experiences with the brand are more likely to continue engaging with it through the Instagram platform. These findings provide empirical evidence that Instagram marketing activities effectively build customer-based brand equity while strengthening consumer loyalty and emotional ties to the brand, particularly among the younger generation.

### ***Implications of the Research***

The findings of this study provide significant practical implications, particularly for local brands like Avoskin, in leveraging digital marketing through Instagram. The company can optimize marketing activities on the platform, such as creating engaging content, interacting directly with users, and implementing targeted promotions to enhance

## **Analysis of the Influence Instagram Marketing Activities.....**

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brand awareness, brand image, and perceived quality among consumers. These strategies can help strengthen the brand's position in the market.

Moreover, developing creative content that is relevant, personalized, and informative is crucial for building an emotional connection with consumers. This aligns with the findings that Instagram marketing activities positively influence brand love and reuse intentions. Avoskin can also utilize interactive Instagram features, such as Instagram Live, polls, and Q&A sessions, to boost consumer engagement and reinforce brand loyalty.

The company is also encouraged to pay close attention to consumer feedback obtained through social media. This feedback can be used to improve product quality and maintain a high level of perceived quality, ultimately strengthening consumer trust and affection for the brand. Additionally, by leveraging demographic data of Instagram users in Yogyakarta, Avoskin can effectively target the younger market segment and ensure that its marketing strategies align with the preferences and needs of its target audience.

Finally, regular evaluation and analysis of social media activity data are essential for identifying the most effective strategies. By understanding market trends and consumer behavior, Avoskin can continuously adapt and refine its approach to maintain competitiveness in a dynamic marketplace.

### ***Limitation and recommendations***

The research that has been conducted describes that the contribution of the variables Instagram marketing activities, brand awareness, brand image, perceived quality to the variables brand love and brand Instagram re-usage intention is only 44.0% and 49.7%, while the rest, respectively, 56.0% and 50.3%, are likely to come from other factors that have not been studied. Thus, it is necessary to conduct further research development to explore other factors that may have an influence on brand love and brand Instagram re-usage intention, with the aim of expanding the research by adding new variables that are relevant to the research. Thus, more complete analysis results can be obtained regarding the factors that influence customer based brand equity.

Besides that one limitation of this study is the relatively small sample size of only 150 respondents. This limited sample may affect the representativeness of the research findings, especially since the study does not involve a sufficiently large number of respondents to represent the broader population. Additionally, the study uses purposive sampling, meaning respondents were selected based on specific criteria relevant to the research objectives. While this method allows the researcher to choose respondents with pertinent information, it also limits sample diversity and may introduce bias in the results. As a result, the findings may not fully reflect the perspectives or experiences of a broader consumer base.

Furthermore, the respondents in this study are all from Yogyakarta, which limits the generalizability of the results to other regions in Indonesia. Demographic characteristics and consumer behavior in Yogyakarta, such as brand preferences, consumption habits, and engagement with social media, may differ from those in other areas. Therefore, the findings of this study cannot be universally applied without considering regional differences in Indonesia.

For future research, it is recommended to expand the sample by including respondents from various regions in Indonesia, making the findings more representative and allowing for better generalization. Additionally, future studies could explore other factors that may influence Customer-Based Brand Equity, such as cultural differences, economic factors, or other demographic aspects, which could provide a broader understanding of the topic.

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