

The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)  
“Nurturing Business and Banking Sustainability”  
Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

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**(ICOBBI) 2020**  
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**Surabaya, 14 - 15<sup>th</sup> August 2020**

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4. Munawaroh, S.S., M.Si.
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# The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)

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### FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2<sup>nd</sup> International Conference on Business and Banking Innovations was held on 14<sup>th</sup> – 15<sup>th</sup> August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Elisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program  
STIE Perbanas Surabaya

**Prof. Dr. Tatik Suryani, M.M.**

## Tabel of Content

|                       |     |
|-----------------------|-----|
| Cover.....            | i   |
| Committee.....        | ii  |
| Reviewers.....        | iii |
| Foreword.....         | iv  |
| Table of Content..... | v   |

### Marketing

|  |       |
|--|-------|
| Analyzing Competitive Strategies in Food SMEs Post Pandemic Covid-19 (Case Study in Madiun Municipality) ..... | 1 - 9 |
| Tatik Mulyati; Saraswati Budi Utami; Hendro Susi   |       |

|  |         |
|--|---------|
| Effect of Support Services And Relationship Quality on Customer Loyalty and Repurchase Intention on Johnson & Johnson Customers in Surabaya..... | 10 - 21 |
| Fеды Ardiansyah  |         |

|  |         |
|--|---------|
| The Effect of Service Quality and Trust on Repurchase Intention Through Customer Satisfaction in Rollaas Cafe Mall City of Tomorrow Surabaya ..... | 22 - 31 |
| Brahma Satrya  |         |

|  |         |
|--|---------|
| Analysis of Logistics Services Quality Using SERVQUAL Method in Surabaya City: Literature Review and Research Suggestion ..... | 32 - 36 |
| Andini Anastasia Novitasari  |         |

|  |         |
|--|---------|
| Exploration of Factors Affecting Customer Satisfaction and Loyalty in Community Pharmacies in Thailand: A Qualitative Study..... | 37 - 43 |
| Ramida Maruay; Chonlatis Darawong; Boonkiat Wisittigars  |         |

|   |         |
|---|---------|
| The Effect of Social Media Marketing Activities, Brand Image, Customer Satisfaction on Shopee Customer Loyalty in Surabaya City ..... | 44 - 49 |
| Farhan Hisyam; Tatik Suryani  |         |

|  |         |
|--|---------|
| Performance Analysis Through Intrinsic and Extrinsic Motivation with Work Satisfaction as Intervening Variables in Retail Company Employees in Surabaya (Case Study on Employees of PT. Lotte Mart Marvel Surabaya)..... | 50 - 55 |
| Firdaus  |         |

|  |         |
|--|---------|
| Influence of Work Fatigue, Unclear Tasks and Management Career on Employee Turnover at PT. Sulselbar Bank..... | 56 - 64 |
| Rosnaini Daga; Armi Pasampang; Aminuddin Hamdad  |         |

|   |         |
|---|---------|
| Performance of Service In General Hospital City of Surabaya Era Covid-19..... | 65 - 71 |
| Feliks Anggia B.K. Panjaitan; Hwihanus; Adiati Trihastuti; Hotman Panjaitan   |         |



|  |           |
|--|-----------|
| Workability and Self Awareness on Employee Engagement in Indonesian Manufacturing Industries.....  | 72 - 78   |
| Siti Mujanah   |           |
| Increasing Performance through Motivation and Competence at 17 August 1945 University Surabaya.....  | 79 - 89   |
| Sri Budi Kasiyati; Endang Setyowati; Ida Bagus Cempena   |           |
| Developing Brand Loyalty.....  | 90 - 97   |
| Estik Hari Prastiwi  |           |
| E-Marketing Adoption As an Alternative Solution For Fight Back The Covid-19.....   | 98 - 105  |
| Febrianur Ibnu Fitroh Sukono Putra   |           |
| The Approach of The Agility Social Innovation: A Dynamic Capability Strategy.....  | 106 - 112 |
| Mufti Agung Wibowo   |           |
| Quality of Work Life and Work Stress on Employee Performance .....   | 113 - 117 |
| Sumiati  |           |
| Word of Mouse: How e-WOM Influence Consumer Behavior (A Study of UNTAG Surabaya Student) .....   | 118 - 128 |
| Nanis Susanti  |           |
| The Effect of Service Quality, Customer Trust, Brand Image and Electronic Word of Mounth on Online Purchasing Decisions on Shopee Customers in Surabaya .....              | 129 - 144 |
| Anis Fitriyasari   |           |
| The Effect of Marketing Mix 7Ps, Customer Experience, and Customer Relationship Marketing on Customer Loyalty Mediated by Indomaret Customer Satisfaction in Surabaya..... | 145 - 152 |
| Citra Putri Ramadani   |           |
| The Impact Of Celebrity Endorser And Self-Connection Of The Brand On The Equity Of The Brand .....   | 153 - 166 |
| Mahmud; Mia Dika Anggraini   |           |
| The Brand Loyalty Determining Factors: The Role of Self Brand Connection, Brand Love, Brand Trust And Brand Image (at PT. Eloda Mitra) .....                               | 167 - 174 |
| Budi Anandya; Ni Made Laksmi Oktavia   |           |
| The Effect of Website and Social Media on Customer Behavior Responses .....  | 175 - 182 |
| Tatik Suryani; Abu Amar Fauzi; Mochamad Nurhadi  |           |
| What Makes Tencent Becomes a Successful Business? a Case Study Analysis of Tencent.....  | 183 - 190 |
| Binsar Energia Pratama Napitupulu  |           |

|   |           |
|---|-----------|
| The Effects of Social Media Marketing Activities on Brand Love and Brand Trust That Have an impact on Brand Loyalty of Visval Bags Consumers.....                 | 191 - 196 |
| Novian Navas Mahardhika   |           |
| Analysis the Effect of Marketing Mix on Consumer Decisions in Buying Paint Products ...   | 197 - 205 |
| Febrianto Ramadhan  |           |
| Analysis of The Impact of The Development of Inolobunggadue Central Park (ICP) on Micro, Small And Medium Enterprises in Konawe Regency.....                      | 206 - 212 |
| Abdul Razak   |           |
| The Effect of Transformational Leadership and Work Commitment on Incentives and Disaster Preparedness for Southeast Sulawesi Province Disaster Preparedness ..... | 213 - 222 |
| Bakhtiar Abbas  |           |
| The Effect of Service Quality on Civil Population Document Towards Society’s Satisfaction and Trust for Population and Civil Registry Office of Kendari City..... | 223 - 232 |
| Nofal Supriaddin  |           |
| CRM Impact on Customer Satisfaction and Customer Loyalty at Garuda Indonesia: The Airline of Indonesia .....  | 233 - 240 |
| Muhamad Reynaldi Adhyaksa   |           |
| The Implementation of Simple Form Gamification In Companies .....   | 241 - 246 |
| Nathania Agatha Benita  |           |
| Social Entrepreneurship dan Peningkatan Ekonomi pada Siswa SMA Selamat Pagi Indonesia .....   | 247 - 254 |
| Azwar Cholili   |           |
| Leaping Innovation Barriers For Business Longevity Purpose Based on Different Measurements of Innovation .....  | 255 - 261 |
| Mia Novinda Mudjiono  |           |
| Business Model Analysis: A Study Case in Wood Pellet Industry.....  | 262 - 267 |
| Kadek Budiadnyana Putra   |           |
| Drivers And Barriers Of Purchasing Groceries Online In Surabaya :Age, Gender, Educational Level And Experience As Moderating Variables .....                      | 268 - 273 |
| Diky Murdoyo Rahadiarto   |           |
| Optimization Services and Strategies Toward Satisfaction Value of Training Participants Held by Integrated Service Unit Surabaya .....                            | 274 - 282 |
| Sukesi  |           |

The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)  
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 Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

The Influence of Investment Knowledge, Investment Motivation, Investment Capital and Investment Risk Perception on Investment Interest in Capital Markets (Study On Feb Dr. Soetomo University Students)..... 283 - 288  
 Sri Handini

The Effects Of Human Capital And Strategic Partners On Strategic Planning And Organizational Performance (Study at PT. Segar Murni Utama) ..... 289 - 296  
 JFX. Susanto Soekiman

The influenxe of Utilitarian Value, Hedonic Value, and Perceived Risk on Customer Satisfaction and Customer Loyalty to Shopee Customers in Surabaya..... 297 - 303  
 Nensi Laurence Nggai; Dudy Anandya

Unisfat The Pattern of Spatial Interaction of Workers in Central Java Province using the Explanatory Spatial Data Analysis (ESDA) Approach ..... 304 - 315  
 Caroline; Achmad Nuruddin S.; Ety Puji Lestari; Ceasilia Srimindarti; Teguh Imam Rahayu

Analysis Web-Based Customer Relationship Management Strategy at PT. ABC ..... 316 - 320  
 Alfred Turisnol

The Influence of Planned Behavior On The Level of Customer Trust And Satisfaction In Determining Loyalty In Green Hotels In Indonesia ..... 321 - 328  
 Hayuning Purnama Dewi

**Financial**

Independence Financial Expertise in Audit Committee and Tax Avoidance: is business strategy moderate this relationship? .....329 - 337  
 Ms. Lisa Gabrielle; Devie; Juniarti

Effect of Asset Quality, Liquidity, Solvability, Efficiency and Good Corporate Governance (GCG) Towards Go Public Bank Profitability In Indonesia .....338 - 350  
 Ramlan

Credit Quality Stress Tests Based on Macroeconomics at Bank Persero in Indonesia in 2008 - 2016 .....351 - 359  
 Elna Arlina Nandasari

Decision On The Utilization Of Digital Payment In Millennial Generation Based On Perceived Experience.....360 - 365  
 Karta Negara Salam; Muh. Imam Taufiq

Determining Factors of Thin Capitalization Practices in Indonesia .....366 - 381  
 Jepri Duwi Safrudin; Diah Hari Suryaningrum



The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)  
 “Nurturing Business and Banking Sustainability”  
 Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

Factors That Become A Customer Considerations Become A Brachless Banking Agent ..382 - 388  
 Novita Rosanti

Going Concern and Liquidity Perspective in Indonesia Manufacture Industry.....389 - 394  
 Tri Ratnawati; Widi; Rahmiyati; Nekky

Influence Of Debt Policy And Cash Ratio On Dividend Policy On IDX30 Index In Indonesia Stock Exchange.....395 - 400  
 Muhammad Ashary Anshar; Ichbal Warimin

Performance Analysis Of Share And After Online Application On The Sector Registered Transportation In Indonesia Exchange .....401 - 406  
 Rachman Suwandar; Hartina

Measuring The Performance of the Surabaya City Regional Budget Value For Money Analysis.....407 - 414  
 Risanda Alirastra Budiantoro; Tito Aditya Perdana

A Syestematic Literature Review of Liquidity, Asset Quality, Size, Solvability and Efficiency of Probability on National Private Commercial Banks Go Public .....415 - 421  
 Devinta Ayu Ramadhani

The Effect of Multiple Role Conflict on Employees Performance Moderated By Self Efficac .....422 - 428  
 Awanis Linati Haziroh, S.M, M.M.; Amanda Dyla Pramadanti; Raden Ayu Aminah R.P.S;  
 Febrianur Ibnu Fitroh Sukono Putra

The Factors of Banking Capital Structure Determination in Indonesia.....429 - 434  
 Foza Hadyu Hasanatina; Amalia Nur Chasanah; Vicky Oktavia

Identification and Analysis of Regional Economic Growth Patterns in the New Autonomous Region of Southeast Sulawesi Province.....435 - 448  
 H. Mahmudin A. Sabilalo

Corporate Partnership of PT. SKLT with Crackers MSME in Sidoarjo As a Form Corporate Social Responsibility (CSR) .....449 - 463  
 Jimmy Herlambang

Influencing Factors Safety Quality Cost Delivery People (SQCDP) on Lean Manufacturing Implementation at Directorate Production Indonesian Aerospace (IAe).....464 - 471  
 Niza Nurmalasari; Ida Aju Brahmasari; Ida Aju Brahma Ratih

Increasing the Role Of Bank Financial Institutions and Non-Bank Financial Institutional in Providing Optimal Distribution For Communities During The COVID-Pandemic.....472 - 479  
 Matdio Siahaan

The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)  
"Nurturing Business and Banking Sustainability"  
Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

Utilization of Payment Gateway in Fundraising from a Management Perspective of Zakat, Infaq, and Alms: A Case Study of Baitul Maal Hidayatullah Surabaya .....480 - 486  
Sarah Lutfiyah Nugraha and Ika Yunia Fauzia

The Impact of Capital Structure Towards Firm Performance Moderated by Corporate Governance in LQ-45 Company in BEI at 2013-2018.....487 - 495  
Gabby Markus Angkasajaya; Putu Anom Mahadwartha

# The Effects of Social Media Marketing Activities on Brand Love and Brand Trust that has an impact on Brand Loyalty of Visval Bags Consumers

Novian Navas Mahardhika

STIE Perbanas Surabaya., Jl. Nginden Semolo No.34-36, Nginden Jangkungan, Sukolilo, Surabaya, Jawa Timur Indonesia 60118,

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## ABSTRACT

This study the effect of social media marketing activities on brand love and brand trust that has an impact for brand loyalty of Visval Bags Consumer. This study uses independent variables from Social Media Marketing Activities, the dependent variable is Brand Loyalty, Brand Love, and Brand Trust. The survey was conducted with a total of 100 respondents who used social media, learned about Visval Bags, bought and used Visval Bags in Gresik, Bangkalan, Mojokerto, Surabaya, Sidoarjo, and Lamongan (Gerbang Kertasusila). This study uses a non-probability sampling technique. The data collected was analyzed through WarpPLS 6.0 Structural Equation Modeling as a tool.

The results of this study indicate that Social Media Marketing Activities significantly influence Brand Love and Brand Trust. The effect of social media marketing activities on brand loyalty is not significant, and brand love and brand trust significantly influence brand loyalty.

## 1. INTRODUCTION

The rapid development of social media today is inseparable from the ease of creating social media. Everyone and business people can create your own social media at low cost. If to have traditional media such as television, radio, or newspapers requires a lot of capital and a lot of labor, then social media is different. Social media is defined as an online application program, platform or media that facilitates interaction, collaborative work, or content sharing (Richter and Koch, 2007). Social media plays a role when marketing company activities to build individual relationships with customers and provide companies with opportunities to access customers (Kelly et al., 2010).

Indonesia is one of the countries that has the second largest number of social media users in the world. Facebook, Twitter, Instagram and others from Indonesia occupy a fairly large portion of the total social media users. The term social media marketing activity refers to all activities and measures that social networks use to influence, increase customer reach and loyalty. Social media is one of the most effective, flexible, and cost-effective marketing tools.

The British social media company Hootsuite conducted a research on We Are Social shown in the report "Digital Around the World 2019", it is revealed that out of a total of 268.2 million people in Indonesia, 150 million of them have used social media. Thus, the penetration rate is around 56%. The research results published on January 31 have a research duration from January 2018 to January 2019. There has been an increase of 20 million social media users in Indonesia compared to last year. The millennial generation, commonly referred to as generation Y and generation Z, dominate the use of social media.

Visval bags can be said to be very frequent in marketing activities on social media, starting from Instagram, Twitter, and YouTube. Visval does often release product details not only in product photos on websites or social media networks, but also through short 30-second videos on YouTube. Not only on Instagram, Visval is also active in the Line chat application by providing product details such as which bag is suitable for use in certain situations. Many of the customers have issued video reviews on YouTube to review the quality of Visval Bags products.

\* Corresponding author, email address: <sup>1</sup> 2016210087@students.perbanas.ac.id

The integrated marketing communication approach helps companies identify the most appropriate and effective methods of communicating and building relationships with their customers (Hermawan, 2012: 52). Instagram Visval itself also often interacts with its customers regarding Visval products, what events will be held in the near future. Visval is also quite active in providing promo notifications or discounts to customers via Social Media.

Visval has also received several reviews from YouTube, the difference between reviews on the website and YouTube is that the website reviews from an outline perspective, while YouTube is an individual or personal review. This reflects that every good review expressed by YouTubers on Visval Bags reflects the brand's trust in Visval Bags that has met the indicators of brand trust, namely the brand meets expectations, does not disappoint, and is consistent.

Based on this background, it is important to study the influence of social media activities in relation to efforts to form brand love and brand trust, therefore this study aims to examine the effect of social media marketing activities on brand love and brand trust which has an impact on brand loyalty. on Consumer Visval Bags.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESES

### *Relationship between Social Media Marketing Activities with Brand Love*

In research conducted by Algharabat (2017), it can be found that social media members actively interact with the brands they like on Facebook to share their experiences (Belk, 2013). Furthermore, as part of social media marketing activities, consumers who like brands on Facebook can be associated with several reasons, such as having an expression of value, a preferred brand is often associated with members of its community, looking for more relevant information and building identity (Roblek et al., 2013; Parker, 2012). Cha (2009) also stated that there is a relationship between the level of entertainment, using social media, and the intention of customers to continue browsing social media.

H<sub>1</sub> : Social Media Marketing Activities have a positive significant effect on Brand Love

### *Relationship between Social Media Marketing Activities with Brand Trust*

According to Ibrahim and Aljarah (2018), Brand Trust can mediate social media marketing activities on customer loyalty and revisiting intentions. Brand trust is very significant for fostering customer satisfaction and loyalty to brands on the Web (Ha, 2004). Trust is considered to be one of the keys to improving relationships with consumers, and it has been recognized that trust is a core variable for building long-term relationships with consumers. Marketing activities can be a solution to interact, exchange information and promote products to increase trust. The use of social media as a marketing tool is carried out because this marketing strategy offers various opportunities to achieve business goals, one of which is trust.

H<sub>2</sub> : Social Media Marketing Activities have a positive significant effect on Brand Trust

### *Relationship between Social Media Marketing Activities with Brand Loyalty*

Research conducted by Ibrahim and Aljarah (2018) states that the results obtained from the dataset show a positive relationship between social media marketing activities on customer loyalty in five-star hotels in North Cyprus. According to Ismail (2017), social media has become a center for promoting goods and services that allow marketers to actively communicate with customers. Also, it has shifted the previous one-way communication channel to a two-way communication channel which allows more customer engagement and creates a sense of equality between consumers and their brands (Evans, 2011).

H<sub>3</sub> : Social Media Marketing Activities have a positive significant effect on Brand Loyalty

### *Relationship between Brand Trust with Brand Love*

A study by Albert and Merunka (2013) shows that brand trust has a significant positive effect on brand love. Trust often appears to describe feelings of love between partners (Fehr, 1988). Furthermore, trust is empirically associated with love and intimacy (Larzelere and Huston, 1980).

H<sub>4</sub> : Brand Trust have a positive significant effect on Brand Love

### *Relationship between Brand Love with Brand Loyalty*

According to Algharabat (2017), which follows the study of Yoo and Donthu (2001), measures brand loyalty through overall attitude loyalty. Furthermore, attitude loyalty in this context includes consumers' commitment to the brands they love and their intention to buy the brands they love. In the offline context, literature (Albert and Merunka, 2013; Batra et al., 2012; Bergkvist and Bech Larsen, 2010; Carroll and Ahuvia, 2006; Thomson et al., 2005) has supported the relationship between feelings of brand love and brand loyalty.



H<sub>5</sub>: Brand Love have a positive significant effect on Brand Loyalty

#### *Relationship between Brand Trust with Brand Loyalty*

According to the study of Huang (2017), from a conceptual point of view, if customers feel a sense of security, that is, believe, in a brand, they may buy it in the near future or have purchase intentions, that is, behavioral loyalty. Likewise, customer attitude loyalty must develop over time, when their trust in a brand builds up. Since attitude loyalty refers to the level of commitment of customers and their attitude towards the brand, it has an emotional component (Chaudhuri and Holbrook, 2001).

H<sub>6</sub>: Brand Trust have a positive significant effect on Brand Loyalty

### 3. RESEARCH METHOD

Based on the definition of population, the population in this study is the consumers of Visval Bags in Gresik, Bangkalan, Mojokerto, Sidoarjo, and Lamongan cities. Researchers will use 140 samples, 40 samples to see the results of the validity and reliability tests. In this study, using Non Probability Sampling, namely purposive sampling technique, which means that sampling is only for respondents who have bought or know only Visval Bags products.

#### 3.6 Research Instruments

In this study, the questionnaire was selected by the researcher as a research instrument and distributed to respondents / customers to be tested. The questionnaire as data in this study will later be distributed online via social media, namely by sharing the Google Form link with prospective respondents. Data analysis technique is using Structure Equation Model & WARPPLS 6.0 as a tool. The stages of analysis using PLS must go through at least a six-stage process where each stage will affect the next stages, namely: 1. Conceptual Model, 2. Determine the algorithm analysis, 3. Determine the resampling method, 4. Using path diagrams, 5. Model Evaluation, 6. Report of the results. In PLS analysis consists of two sub models, namely the measurement model or Outer Model and the Inner Model structural model. The measure used to measure the reliability of the indicator is by looking at the Loading Factor value of each construct indicator.

### 4. DATA ANALYSIS AND DISCUSSION

In descriptive analysis, it is proven by the criteria for respondent characteristics based on age, respondents aged 18-25 years have dominated. According to research from Hidayati (2018), of 1,074 students in Jakarta and Surabaya, it was found that 20.9% of these students liked shopping and buying things they wanted and used only for fun or to fulfill their satisfaction. Respondents based on gender have been dominated by women with a value of 64%. according to Mustika & Astiti (2017), online shopping is getting more attention by the public, especially women aged 18-25 years. There are many motives for shopping online ranging from internal to external.

Respondents based on the length of time using social media were dominated by the length of time using social media, namely more than 3 years with a value of 92%. According to Supratman (2018), the information society has found abundant convenience since entering the internet era. The community is also increasingly connected to interact with each other. They communicate, behave, work, and think as a digital society (digital native). Respondents based on recent education have been dominated by high school adolescents. According to Wati & Suryanto (2016), The large number of malls in urban areas also causes adolescents to behave excessively consumptive, especially high school students who do that consumptive behavior because they tend to imitate the behavior of idolized figures in the form of using everything. their idols wear.

The results of the WarpPLs 6.0 Output analysis can be proven that the hypothesis has a significant effect except for the third. The estimation results of Social Media Marketing Activity (SMMA) have a coefficient of  $\beta$  0.28 on Brand Love (BLove). This effect is positive and significant because the p-value <0.01 is less than 0.05. This proves that the Social Media Marketing Activity hypothesis has a significant positive effect on Visval Bag Consumer Brand Love, proven true because the hypothesis is acceptable. The results of this study are in line with the results of research conducted previously by Algharabat (2017).

Social Media Marketing Activities have a positive effect on Brand Love. The estimation results of Social Media Marketing Activity (SMMA) have a coefficient of  $\beta$  0.69 on Brand Trust (BT). This effect is significant positive because the p-value <0.01 is smaller than 0.05. This proves that the Social Media Marketing Activity hypothesis has a significant positive effect on Visval Bag Consumer Brand Trust, proven true because the hypothesis can be accepted. The results of this study are in line with the results of previous research conducted by Ibrahim & Aljarah (2018) which stated that Social Media Marketing Activities have a significant effect on Brand Trust. The estimation results of Social Media Marketing Activity (SMMA) have a coefficient  $\beta$  of 0.00 on



# The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)

## “Nurturing Business and Banking Sustainability”

Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020

Brand Loyalty (BLoyalty). This effect is not significant positive because the p-value of 0.50 is greater than equal to 0.05 and the beta coefficient value is 0.00. This proves that the Social Media Marketing Activity hypothesis does not have a significant positive effect on Visval Bags Consumer Brand Loyalty, the truth is not proven because the hypothesis is rejected. The results of this study are also proven by Seric & Pranisevic (2017) which stated that Social Marketing Activities do not have a significant effect on Brand Loyalty. The estimation results of Brand Trust (BT) have a coefficient  $\beta$  of 0.63 on Brand Love (BLove). This effect is positive and significant because the p-value <0.01 is smaller than 0.05. This proves that the Brand Love hypothesis has a significant positive effect on Visval Bags Consumer Brand Trust, it is proven to be true because the hypothesis is acceptable.

The results of this study are in line with the results of research conducted previously by Albert & Merunka (2013). Brand Trust significantly affects Brand Love which states that positive brand trust leads to positive Brand Love, Brand Trust indirectly fosters a sense of love and love for consumers. against a brand. The estimation results of Brand Love (BLove) have a coefficient  $\beta$  of 0.52 on Brand Loyalty (BLoyalty). This effect is positive and significant because the p-value <0.01 is smaller than 0.05. This proves that the hypothesis of Brand Love has a significant positive effect on Brand Loyalty of Visval Bags Consumers, it is proven to be true because the hypothesis is acceptable. The results of this study are in line with the results of research conducted by Algharabat (2017) that Brand Love has a significant positive effect on Brand Loyalty.

The estimation results of Brand Trust (BT) have a coefficient  $\beta$  of 0.60 on Brand Loyalty (BLoyalty). This effect is positive and significant because the p-value <0.01 is smaller than 0.05. This proves that the Brand Trust hypothesis has a significant positive effect on Brand Loyalty of Visval Bags Consumers, it is proven to be true because the hypothesis is acceptable. The results of this study are in line with the results of research conducted previously by Huang (2017). Brand Trust has a significant positive effect on Brand Loyalty which states that positive brand trust leads to positive Brand Loyalty presents the analysis of the related results, theories, and hypotheses (if any) based on the writer's reasoning. Data analysis and discussion should be presented in brief but clear and it is not dominated by table presentation.

The tables which are presented should not be the rough output but in the processed and brief summary (Rathbun, West & Hausken 2003). Tables and pictures are presented consistently in the center and the titles are above for the tables and below for the pictures. It presents the analysis of the related results, theories, and hypotheses (if any) based on the writer's reasoning (Simpson 1997). Data analysis and discussion should be presented in brief but clear and it is not dominated by table presentation. The tables which are presented should not be the rough output but in the processed and brief summary (Porteous 2007). Tables and pictures are presented consistently in the center and the titles are above for the tables and below for the pictures (Albanese 2009).

## 5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Based on the results of the analysis, the researcher can conclude (1) Social Media Marketing Activities have a significant positive effect on Visval Bags Consumer Brand Love. The first hypothesis (H1) which states that Social Media Marketing Activities have a positive significant effect on Brand Love is accepted and proven to be true. (2) Social Media Marketing Activities have a significant positive effect on Visval Bags Consumer Brand Trust. The second hypothesis (H2) which states that Social Media Marketing Activities have a significant positive effect on Brand Trust is accepted and proven to be true.

(3) Social Media Marketing Activities have no significant effect on Brand Loyalty of Visval Bags Consumers. The fourth hypothesis (H3) which states that Social Media Marketing Activities have a significant positive effect on Brand Loyalty is rejected and the truth is not proven. (4) Brand Trust has a significant positive effect on Consumer Brand Love of Visval Bags, the fourth hypothesis (H4) states that Brand Trust has a significant positive effect on Brand Love is accepted and proven to be true. (5) Brand Love has a significant positive effect on Brand Loyalty of Visval Bags Consumers. The fifth hypothesis (H5) which states that Brand Love has a significant positive effect on Brand Loyalty is accepted and proven to be true. (6) Brand Trust has a significant positive effect on Brand Loyalty of Visval Bags Consumers. The sixth hypothesis (H6) which states that Brand Trust has a significant positive effect on Brand Loyalty is accepted and proven to be true.

Based on the results of this study, it can be seen that the highest influence is social media marketing activities on brand trust, so that Visval Bags can foster brand trust, Visval Bags should improve the quality

of the content presented, interactions with customers, discuss trends / things that are being discussed. customization, and the risks that are felt when using Visval Bags. b. In developing social media, Visval Bags consistently updates so that the content displayed does not seem monotonous and is getting up to date.

Collaborating with artists or several agencies related to fashion products, especially bags or those who know Visval Bags products, to create a sense of love or love when consumers see their favorite public figures wearing the brand. To increase brand loyalty through social media marketing activities, which is proven in this study to have no significant effect, companies can stimulate consumers by word of mouth on social media through various types of sales promotions, then they can involve consumers as promoters of their brands by offering monetary incentives, such as coupons, discounts, keeps membership cards, and offers consumers the possibility to win prizes through various types of contests, thereby increasing their engagement with brands on social media.

The limitation in this study lies in some respondents who refuse to provide information about personal data in the form of names, addresses, and contact numbers so that it takes a long time to collect data. Researchers have to find replacement respondents. Respondents who still do not provide information about personal data forced not to use this data as a sample to be tested later.

Researchers' limitations in collecting small sample respondents were hindered by the COVID-19 pandemic so they could not collect respondent questionnaires directly (conventional) so online media was used. 3. Researchers limit the origin of the respondents to only Gresik, Bangkalan, Mojokerto, Surabaya. Sidoarjo, Lamongan, but researchers have difficulty getting respondents, especially in Bangkalan, Gresik, and Lamongan, because only a few use the Visval Bags brand.

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