

***THE EFFECT OF BRAND AWARENESS, BRAND AMBASSADOR AND BRAND IMAGE ON BRAND LOYALTY THROUGH BRAND TRUST AS A MEDIATION ON INDOMUSIKGRAM ACCOUNT***

**PENGARUH BRAND AWARENESS, BRAND AMBASSADOR DAN BRAND IMAGE TERHADAP BRAND LOYALTY MELALUI BRAND TRUST SEBAGAI MEDIASI PADA AKUN INDOMUSIKGRAM**

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**ABSTRACT**

*The shift in consumer behavior from traditional media and print media to digital media has made many companies focus on digital media such as social media. This also makes digital media a fairly competitive place. This study examines the effect of brand awareness, brand ambassadors and brand image on brand loyalty through brand trust as a mediation on one of the social media accounts, namely indomusikgram. This study was conducted quantitatively on 213 followers with sampling using a convenience sampling approach. The analysis technique used is SEM. The results of the analysis show that brand ambassadors and brand image have a significant positive effect on brand loyalty through brand trust. While brand awareness cannot affect brand trust and brand loyalty.*

**Keywords :** Social Media, Music Content, Brand Loyalty, Social Media Followers

**ABSTRAK**

*Pergeseran perilaku konsumen dari media tradisional dan media cetak ke media digital menjadikan banyak perusahaan fokus pada media digital seperti sosial media. Hal tersebut juga menjadikan media digital sebagai tempat yang cukup kompetitif. Penelitian ini menguji pengaruh dari brand awareness, brand ambassador dan brand image terhadap brand loyalty melalui brand trust sebagai mediasi pada salah satu akun sosial media yaitu indomusikgram. Penelitian ini dilakukan pada secara kuantitatif 213 follower dengan pengambilan sampel menggunakan pendekatan convenience sampling. Teknik analisa yang digunakan adalah dengan SEM. Hasil analisa menunjukkan bahwa brand ambassador dan brand image berpengaruh signifikan positif terhadap brand loyalty melalui brand trust. Sedangkan brand awareness tidak dapat mempengaruhi brand trust dan brand loyalty.*

**Kata Kunci :** Media Sosial, Konten Musik, Brand Loyalty, Pengikut Media Sosial.

**INTRODUCTION**

Along with economic and technological developments, especially communication technology, it is undeniable that the dissemination of internet-based information continues to increase to become the most important media of dissemination in today's world. With the increasing use of the internet, of course, business people can use this information dissemination media to increase their business and find new consumers, considering that internet users continue to increase every year. With so many techniques and potentials in cyberspace, businesses must be fluent in new technologies such as those listed

above so as not to fall behind competitors, because the internet has become an integral part of most modern society so it is easy to influence the purchasing decisions of potential consumers.

According to data owned by BPS, internet usage continues to increase every time it is known. With this increase, it spurs the rapid flow of information exchange and changes in information consumption patterns by consumers. With the advancement of technology and information, consumers will spend more of their time in cyberspace, which means that business potential will be created, especially for

consumers who prefer fast and efficient solutions. According to statistical data shown by *We Are Social* (2020), one of the most prominent Digital Agencies in the world, Indonesian internet users are the most active population in making online buying and selling transactions in the world. This can be seen as proof that Indonesia has extraordinary business potential in the digital realm. However, with such a large potential, there is certainly a lot of competition in the digital sector and an understanding of target consumers and appropriate strategies are needed to be able to attract consumers and beat competitors.

The right strategy must be prepared for a good understanding of consumers, especially in terms of *social media*, because these systems have been designed in such a way to give consumers what they are looking for, so that the target consumers we want can only be achieved if we apply the right approach and content to our target consumers. According to the records of the Ministry of Cooperatives and Small and Medium Enterprises, the number of entrepreneurs in Indonesia has increased from the previous 1.67% to 3.10% of the total population of Indonesia which is currently 265 million people (Idris, 2021).

PT Bakat Kreasi Musik dan Visual, better known as Indomusikgram, is a company engaged in the music and visual industry in Indonesia. The company focuses on the development and promotion of local music talent, offering music production, artist management, and music content distribution services. Indomusikgram is known for its ability to integrate music with engaging visual content, creating a unique multimedia experience for its audience. In addition, Indomusikgram is also active in the production of music videos, musical documentaries, and

digital content aimed at social media *platforms*. With an extensive network in the entertainment industry and cutting-edge technology, the company has succeeded in creating a platform for musicians to collaborate, innovate, and reach a wider audience. Their expertise in utilizing social media and other digital platforms has made Indomusikgram one of the leaders in the music and visual market in Indonesia. The following is a profile of Indomusikgram:

**Table 1. Indomusikgram Profile**

Indomusikgram Profile	Sum
<i>Followers</i>	2.7 M
<i>Accounts Reached</i>	29.2 M
<i>Accounts Engaged</i>	4.2 M
<i>Male Audiences</i>	64%
<i>Profile Visits</i>	581K
<i>Core Demographic Age</i>	25 - 34 (44%)

Source : Indomusikgram (2024)

One of the social media is *Instagram* which contains photos, and videos from accounts that have a specific purpose. This is the door for indomusikgram to take advantage of Instagram social media. This Music Video Community account makes his account a place to communicate and share information about music. The activity carried out is to repost or reload videos of recordings of singing or playing musical instruments uploaded by individuals on Instagram and want the video to be uploaded by indomusikgram by including #indomusikgram hashtag in the caption on the recorded video posted on its Instagram. Indomusikgram has 2.7 M followers with 20,107 posts from within the country and abroad. However, of course, the majority and the main priority is the Indonesian people. Posts from indomusikgram are music cover videos from individuals/groups, with the development of the times, just by reposting videos from other people's accounts, it turns out that they can form a community.

Digital marketing promotions are generally carried out on four social media platforms, namely *Youtube*, *Instagram*, *TikTok*, & *Facebook*, this happens because these social media platforms are the most popular social media platforms (*Youtube*) and the fourth most popular (*Instagram*) in Indonesia based on data reported by datareportal.com (Kemp, 2024), while *TikTok* has shown its potential with extraordinary user growth over the past 2 years. Both were chosen because they are considered to be the social media platforms with the most potential reach and the most potential for companies to promote, but for this study, researchers will focus on *Instagram*.

A familiar brand will be considered a familiar brand (Tufa & Melese, 2021). *Familiarity* with a brand plays an important role in consumer purchasing decisions and is accompanied by advantages in the form of learning, attention, and selection. In other words, a brand that has been known will be easier for consumers to re-choose, so it can be said that consumers will find it easier to be loyal to familiar or familiar brands. Research conducted by Ashrafa et al. (2022), Andik & Rachma (2022), Tufa & Melese (2021) and Malik (2020) shows that *brand awareness* has a significant and positive effect on *brand loyalty*

*Brand ambassadors* have a significant impact on consumer loyalty because they are often used as a reference in making purchases. This is reinforced by other research that found that *brand ambassadors* have a significant and positive impact on consumer loyalty, stating that consumers will be more loyal to the product provided if they have a strong *brand ambassador* (Aisyah, 2023). Research conducted by Rahma & Nuvriasari (2024) and Arifinda & Dermawan

(2024) shows that *brand ambassadors* have a significant and positive influence on *brand loyalty*.

Without a strong and positive brand image, it is very difficult for a company to attract new customers and retain existing customers (Riyanto & Andiyani, 2022). This means that products that do not have a positive *brand image* will be easily abandoned by consumers, on the other hand, when a product has a good *brand image*, it will be easier for consumers to be loyal to the brand. Research conducted by Rahmawati et al. (2023), Mustofa & Nuvriasari (2024) and Riyanto & Andiyani (2022) shows that *brand image* has a significant and positive effect on *brand loyalty*.

Trust in the brand will determine consumer loyalty to the brand and trust will have the potential to create high-value relationships (Riyanto & Andiyani, 2022). Therefore, consumer trust in a brand is an important factor to consider because a brand that has been trusted can make consumers continue to make purchases. Research conducted by Ashrafa et al. (2022), Handayani & Erwita (2021) and Riyanto & Andiyani (2022) shows that *brand trust* has a significant and positive effect on *brand loyalty*.

## RESEARCH METHODS

The research is carried out quantitatively with the philosophy of positivism, which is used to research on a specific population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing the hypothesis that has been set. The population in this study is Indomusikgram's *Instagram followers*. In this study, there were 31 indicator questions used to measure 5 variables so that the number of samples to be used in the study was  $31 \times 5 = 155$

people, but the number of samples that was successfully obtained was 213 samples. This research in determining the sample was carried out with *the type of convenience sampling*. The analysis used in this study is with SEM techniques in SmartPLS 4.0.

## RESULT AND DISCUSSIONS

The data in this study was collected directly on 213 respondents who were *followers of the Indomusikgram account*. The analysis of the respondent profile aims to find out the picture of the respondent profile in this study.

**Table 2. Profile Respondents**

Criterion		Sum	Percentage
Gender	Man	99	46.48%
	Woman	114	53.52%
Age	17-25 years old	27	12.68%
	26-35 years old	142	66.67%
	36-45 years old	44	20.66%
	Other		
Main Occupations	Student/Student	20	9.39%
	Private employees	140	65.73%
	Public employees	10	4.69%
	Businessman	27	12.68%
	Housewives	14	6.57%
	Other	2	0.94%
	Final Education	34	15.96%
Final Education	Non-Undergraduate		
	S1	138	64.79%
	S2	22	10.33%
	S3	0	0.00%
	Diploma (D3/D4)	19	8.92%
	Other		
Domicile	Jakarta	99	46.48%
	Bogor	48	22.54%
	Depok	40	18.78%
	Tangerang	24	11.27%
	Bekasi	2	0.94%
Have been following @Indomusikgram	Less than 1 year ago	38	17.84%
	Last 1-2 years	49	23.00%
	Last 2-4 years	101	47.42%

<i>m</i>	More than 25	11.74%
<i>instagra</i>	the last 4	
<i>m since:</i>	years	

The majority of respondents in this study are women with an age range of 26-45 years so that they are included in the millennial generation who have worked and have a background in undergraduate education. In addition, the majority of respondents have also followed @Indomusikgram accounts for the past 2-4 years. Next, an outer model test was carried out. The *outer model* analysis aims to see the compatibility between the variables and their measurements. This analysis evaluates *convergent validity*, *discriminant validity* and reliability

**Table 3. Convergent Validity Lower Order Construct**

Variable	Dimension	Code	Outer Loading	AVE
<i>Brand ambassador</i>	Visibility	VS.01	0.894	0.783
		VS.02	0.882	
		VS.03	0.891	
		VS.05	0.872	
	Credibility	CR.01	0.875	0.659
		CR.02	0.880	
		CR.03	0.695	
		CR.04	0.783	
	Attraction	AT.01	0.904	0.640
		AT.02	0.870	
		AT.03	0.847	
		AT.04	0.519	
<i>Brand image</i>	The Strength of Brand Associations	KK.01	0.901	0.765
		KK.02	0.858	
		KK.03	0.907	
		KK.04	0.830	
	Advantages of Brand Associations	KN.01	0.876	0.776
		KN.02	0.850	
		KN.03	0.904	
		KN.04	0.893	
	Uniqueness of Brand Association	UN.01	0.894	0.781
		UN.02	0.913	
		UN.03	0.919	
		UN.04	0.805	

All variables have an AVE value of more than 0.500, as well as every indicator that has a value above 0.700, Therefore, it can be said that all

indicators in the *brand image* and *brand ambassador variables* have met the convergence validity aspect. The following are the results of the convergent validity test at the *high order construct* level.

**Table 4. Convergent Validity High Order Construct**

Variable	Code	Outer Loading	AVE
Brand Loyalty	BL.01	0.890	0.752
	BL.02	0.870	
	BL.03	0.880	
	BL.04	0.853	
	BL.05	0.844	
Brand Awareness	AW.01	0.855	0.789
	AW.02	0.892	
	AW.03	0.930	
	AW.04	0.909	
	AW.05	0.853	
Brand Trust	TR.01	0.877	0.798
	TR.02	0.919	
	TR.03	0.891	
	TR.04	0.920	
	TR.05	0.858	
Brand Ambassador	LV-Attraction	0.928	0.867
	LV-Credibility	0.935	
	LV-Visibility	0.931	
Brand Image	LV-Advantage	0.975	
	LV-Power	0.971	
	LV-uniqueness	0.966	

The results of the convergent validity test at the *lower order construct* and *high order construct* levels in the table above show that all indicators are valid because they have an *outer loading value* of more than 0.700 and an AVE of more than 0.500. The next is to test the validity of the discriminator.

**Table 5. Discriminant Validity Lower Order Construct**

	Ad	Att	AW	Cr	BL	Pw	TR	Vs	Un
Advantage									
Attraction	0.621								
Awareness	0.570	0.770							
Credibility	0.610	0.980*	0.768						
Loyalty	0.607	0.696	0.684	0.829					
Power	1.028*	0.617	0.577	0.597	0.625				
Trust	0.557	0.521	0.554	0.508	0.580	0.569			
Visibility	0.632	0.884*	0.817	0.891*	0.791	0.619	0.616		
uniqueness	1.009*	0.531	0.571	0.587	0.612	1.002*	0.553	0.637	

Remarks : \* Unable to test the validity of discriminators at the LOC and HOC levels

It can be seen in the table that all variables have met the discriminant validity aspect because all values have been below the recommended value, which is below 0.90. Discriminatory validity testing is also carried out at the HOC level.

**Table 6. Discriminant Validity High Order Construct**

Variable	AE	THREE	BI	LY
Awareness				
Brand Ambassador	0.824			
Brand Image	0.570	0.633		
Loyalty	0.684	0.822	0.614	
Trust	0.554	0.596	0.557	0.580

At the HOC level, the discriminatory validity aspect has been met because all values have been below the recommended value of below 0.90. In measuring reliability using the PLS method, composite *reliability values* and *Cronbach's alpha values* can be used more than 0.7 (Hair et al., 2022).

**Table 7. Reliability Test Lower Order Construct**

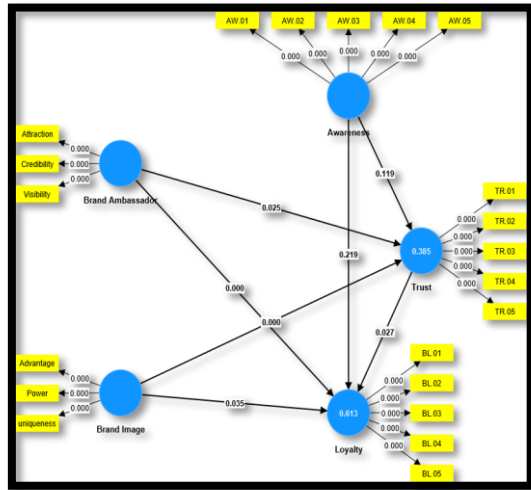
Variabel	Dimension	Cronbach's alpha	Composite reliability
Brand Ambassador	Attraction	0.801	0.869
	Credibility	0.826	0.882
	Visibility	0.908	0.935
Brand Image	Advantage	0.904	0.932
	Power	0.897	0.928
	uniqueness	0.905	0.934

Based on the results of the reliability test as shown in table 7, it shows that the *composite reliability* value and *Cronbach's alpha* of all dimensions has been more than 0.7. Next, it is to test the reliability at the HOC level with the following results:

**Table 8. Reliability Test High Order Construct**

Variabel	Cronbach's alpha	Composite reliability
Awareness	0.933	0.949
Brand Ambassador	0.924	0.951
Brand Image	0.969	0.980
Loyalty	0.918	0.938
Trust	0.937	0.952

At the HOC level, all variables have a *composite reliability* value and *Cronbach's alpha* of all dimensions has been more than 0.7. Internal model testing or structural models are carried out to see the relationship or influence between research variables.



**Figure 1. Inner Model Result**

The multicollinearity test aims to test in the research model that there is a correlation between independent variables. A good model is that there is no multicollinearity, so multicollinearity in a research model is avoided.

**Table 9. Multicollinearity Test**

Variabel	Loyalty	Trust
<i>Awareness</i>	2.538	2.491
<i>Brand Ambassador</i>	2.850	2.743
<i>Brand Image</i>	1.739	1.604
<i>Loyalty</i>		
<i>Trust</i>	1.627	

Based on the table above, it can be seen that the value of the *Variance Inflation Factor* (VIF) in all research variables has met the recommended requirement, which is  $<5$ , so that all variables in the research model have met the criteria and there is no multicollinearity problem

**Table 10. R Square**

Variable	<i>R-square</i>	<i>R-square adjusted</i>
<i>Brand loyalty</i>	0.613	0.605
<i>Brand Trust</i>	0.385	0.377

The *r-square* value of the *brand loyalty* variable is 0.605, meaning that 60.5% of the *brand loyalty* variables can be explained by *brand awareness*, *brand image*, *brand ambassador* and *brand trust* while the remaining 39.5% is explained by other variables outside this study. The *r square* value in the *brand trust* variable is 0.377, meaning that 37.7% of the *brand loyalty* variables can be explained by *brand awareness*, *brand image* and *brand ambassador* while the remaining 62.3% can be explained by other variables outside this study. Testing *f square* is performed to see how much the value of *r square* changes when predictive or independent variables are excluded from the research model.

**Table 11. F Square**

Variabel	<i>Loyalty</i>	<i>Trust</i>
<i>Awareness</i>	0.005	0.019
<i>Brand Ambassador</i>	0.275	0.039
<i>Brand Image</i>	0.032	0.084
<i>Loyalty</i>		
<i>Trust</i>	0.024	

The influence of the *brand ambassador* variable on *brand loyalty* has an effect size of 0.275 and is included in the medium effect category, so it can be concluded that if the *brand ambassador* is excluded from the research model, the *r-square* value in the *brand loyalty* variable will undergo a moderate change. While the rest, namely *brand awareness*, *brand image* and *brand trust* have a *small* effect size

Hypothesis testing intends to evaluate the causal relationship in the proposed conceptual model. Hypothesis testing was carried out by looking at *statistical p values* and *t values*. If the *p value* in the hypothesis test is below 0.05, the hypothesis is accepted, while if the statistical *t-value* is above 1.65, the hypothesis is accepted.

**Table 12. Hypothesis Test**

	Hipotesis	Path Coeff	P values	Result
H1	Awareness Trust ->	0.170	0.119	Not supported
H2	Brand Ambassador Trust ->	0.257	0.025	Supported
H3	Brand Image Trust ->	0.287	0.000	Supported
H4	Awareness Loyalty ->	0.067	0.219	Not supported
H5	Brand Ambassador Loyalty ->	0.551	0.000	Supported
H6	Brand Image Loyalty ->	0.147	0.035	Supported
H7	Trust -> Loyalty	0.122	0.027	Supported
H8	Awareness Trust -> Loyalty	0.021	0.185	Not supported
H9	Brand Ambassador Trust -> Loyalty	0.031	0.146	Not supported
H10	Brand Image Trust -> Loyalty	0.035	0.053	Supported

Based on the results of the hypothesis testing carried out, it can be seen that 5 out of 7 direct effect hypotheses are accepted, and 1 out of 3 indirect effect hypotheses are accepted.

The results of hypothesis 1 test showed that *Brand awareness* did not have a positive effect on *Trust* because the *p value* of 0.119 was above *alpha* 0.05. The results in this study are not in line with those conducted by Ashrafa et al. (2022), Surjadi et al. (2023) and Pratama et al. (2022) which show that *brand awareness* has a significant and positive effect on *brand trust*. However, the results of this study are in line with those conducted by Rahmawati & Ma'ruf (2020) showing that *brand awareness* does not have a significant effect on *brand trust*. The absence of the influence of *brand awareness* on brand trust shows that just knowing Indomusikgram does not make *followers* believe in Indomusikgram. One of the factors may be because music media accounts such as Indomusikgram are currently quite widely circulated and well known by users, thus just knowing the existence of other brands cannot increase user trust, therefore trust can only be formed by other factors.

The results of hypothesis 2 test show that *Brand ambassadors* have a positive influence on *Trust* because the *p value* of 0.033 is below *alpha* 0.05. *Brand ambassadors* are generally done by *public figures* or celebrities. Celebrities are seen as famous people who enjoy public recognition for their achievements or dedication in a particular field (Herjanto et al., 2020). When a brand is supported by famous celebrities, of course, consumers will feel more confident in the brand. The results of this study are in line with those conducted by Bisma & Hadi (2023) and Arifianti & Untarini (2023) showing that *brand ambassadors* can influence consumer trust.

The results of hypothesis 3 test showed that *the brand image* had a positive influence on *Trust* because the *p value* of 0.000 was below *alpha* 0.05. A positive *brand image* can make it easier for consumers to trust a brand than a product with a *brand image* that is still new (Rahmawati et al., 2023). Therefore, products with a positive *brand image* in the minds of consumers will be easier to trust by consumers than products that have a bad *brand image*. The results of this study are in line with those conducted by Kim & Chao (2019), Handayani & Erwita (2021) and Zhong (2023) showing that *brand awareness* has a significant and positive effect on *brand trust*.

The results of hypothesis 4 test showed that *brand awareness* did not have a positive effect on *brand loyalty* because the *p value* of 0.197 was above *alpha* 0.05. The results of this study are in line with those conducted by Ashrafa et al. (2022), Andik & Rachma (2022), Tufa & Melese (2021) and Malik (2020) show that *brand awareness* has a significant and positive effect on *brand loyalty*. The absence of the influence of *brand awareness* on *brand loyalty* shows



that just knowing Indomusikgram does not make *followers* loyal to Indomusikgram. In fact, consumers usually follow several music media accounts, not only on Indomusikgram accounts. Thus, choosing one or two accounts to be loyal requires other factors that are not just knowing or knowing the name of the media account.

The results of hypothesis 5 test showed that *Brand ambassadors* had a positive influence on *brand loyalty* because the *p value* of 0.000 was below *alpha* 0.05. *Brand ambassadors* have a significant impact on consumer loyalty because they are often used as a reference in making purchases. This is reinforced by other research that found that *brand ambassadors* have a significant and positive impact on consumer loyalty, stating that consumers will be more loyal to the product provided if they have a strong *brand ambassador* (Aisyah, 2023). The results of this study are in line with those conducted by Ashrafa et al. (2022), Andik & Rachma (2022), Tufa & Melese (2021) and Malik (2020) show that *brand awareness* has a significant and positive effect on *brand loyalty*.

The results of hypothesis 6 test show that *brand image* has a positive influence on *brand loyalty* because the *p value* of 0.036 is below *alpha* 0.05. Without a strong and positive brand image, it is very difficult for a company to attract new customers and retain existing customers (Riyanto & Andiyani, 2022). This means that products that do not have a positive *brand image* will be easily abandoned by consumers, on the other hand, when a product has a good *brand image*, it will be easier for consumers to be loyal to the brand. The results of this study are in line with those conducted by Rahmawati et al. (2023), Mustofa & Nuvriasari (2024) and Riyanto & Andiyani (2022) show that

*brand image* has a significant and positive effect on *brand loyalty*.

The results of hypothesis 7 test showed that *brand trust* has a positive influence on *brand loyalty* because the *p value* of 0.020 is below *alpha* 0.05. The results of this study are in line with those conducted by Ashrafa et al. (2022), Handayani & Erwita (2021) and Riyanto & Andiyani (2022) show that *brand trust* has a significant and positive effect on *brand loyalty*.

The results of hypothesis test 8 show that *Brand trust* cannot moderate the influence of *brand awareness* on *brand loyalty* because the *p value* of 0.164 is above *alpha* 0.05. Thus hypothesis 9 in this study is not supported. However, *brand trust* can moderate the influence of *brand trust* on *brand image* because the *p value* of 0.044 is below *alpha* 0.05 and the statistical t-value of 1.709 is above the t table of 1.65. Thus, hypothesis 10 in this study is supported.

## CONSLUSION AND SUGGESTION

Based on the results of the hypothesis testing carried out, it can be seen that 5 out of 7 direct effect hypotheses were accepted, and 1 out of 3 *indirect effect* hypotheses were accepted. The absence of the issue of negative issues circulating (bad image) related to Indomusikgram's brand ambassador is an indicator that obtains the lowest score compared to other indicators even though overall it has obtained a score in the agree category. Thus, managers may be able to pay attention to the image of the celebrities before inviting or making the celebrity a brand ambassador. In addition, it is recommended to Indomusikgram's management to be able to take advantage of SEO (*search engine optimization*) so that *keywords* or keywords typed by users can easily bring up Indomusikgram



on search engines. In addition, innovations in the content displayed should also have special characteristics so that they are considered unique and different from other accounts. Trust in content that has the Indomusikgram logo and originality is an indicator that obtains the lowest score compared to other indicators even though overall it has obtained a score in the agree category. In this case, Indomusikgram's creative team may be able to *brainstorm* interesting ideas in order to find content with a good level of originality.

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