

# THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE BRAND EQUITY OF PACKAGED FRUIT JUICE BEVERAGES IN THE COMMUNITY OF LHOKSEUMAWE CITY

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## Abstract

This study aims to analyze the influence of social media marketing on the brand equity of packaged fruit juice beverages among the community in Lhokseumawe City. Data for this research were collected through a survey method using a questionnaire as the data collection instrument. The respondents in this study were 100 residents of Lhokseumawe City. This research employed a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that, partially, entertainment has a positive and significant effect on the brand equity of packaged fruit juice beverages among the community in Lhokseumawe City. Customization has a positive and significant effect on the brand equity of packaged fruit juice beverages among the community in Lhokseumawe City. Interaction has a positive and significant effect on the brand equity of packaged fruit juice beverages among the community in Lhokseumawe City. E-WOM has a positive and significant effect on the brand equity of packaged fruit juice beverages among the community in Lhokseumawe City. Trendiness has a positive and significant effect on the brand equity of packaged fruit juice beverages among the community in Lhokseumawe City.

**Keywords:** *Entertainment, customization, interaction, E-WOM, trendiness, brand equity.*

## 1. INTRODUCTION

Advancements and continuous availability of internet services have enabled people to access and interact with social media more than ever in the field of marketing. The emergence of mass media and networks has facilitated fast and easy data access and brought drastic changes in operational systems, thus making the world a global village. The impact of social media has garnered extraordinary attention from business practitioners and scholars in the last decade. Social media has become an important means to introduce various products and services to consumers. Social media has become one of the most powerful ways used by many businesses to connect with and entrust their customers to build good brand equity. Brand Equity is a form of consumer belief and trust in the benefits and usefulness offered by a brand. Brand equity becomes a consideration for consumers when choosing a product. Various social media platforms are currently used to market various products, one of which is packaged tea beverages.

Based on data collected from various packaged fruit juice beverages, it is evident that some products have experienced a decline, such as Minute Maid Pulp Orange and Buavita. This decline indicates a decrease in brand equity for these two products. This has led researchers to further investigate the brand equity of Buavita as a packaged beverage brand that still holds a significant market share. To keep up with market growth and purchasing power, the use of information technology, particularly the use of social media in marketing, is essential. Social media marketing is a marketing practice that utilizes digital distribution channels to reach consumers in a relevant, personal, and cost-effective manner. According to Kim and Ko (2012), social media marketing involves two-way communication seeking empathy with users, and social media activities of a brand provide opportunities to reduce misunderstandings and prejudices towards the brand, as well as to increase brand value by creating a platform for exchanging ideas and information with the public. In the realm of social media marketing, several issues often arise that can hinder the effectiveness of a brand's marketing strategy. One of them is the emergence of online reputation crises, which can arise from negative comments or controversies that can quickly damage a brand's image. Additionally, changes in social media

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platforms pose another challenge that can impact reach and interaction with consumers. Social media marketing (SMM) enables marketers to create brand awareness, exchange knowledge and information, acquire and retain customers, and promote products at low cost, as well as communicate interactively with customers. SMM has strong applications in developing marketing strategies for businesses. Elements of social media marketing that have been stated to influence consumer brand engagement consist of Entertainment, Customization, Interaction, Electronic Word Of Mouth (EWOM), and Trendiness (Chan et al., 2016; Cheung & Thadani, 2018). One of the social media marketing activities is entertainment. Entertainment plays an important role in consumers' attitudes towards advertisements. Entertainment is a crucial factor for online advertising because to capture consumers' attention, messages or visuals must be entertaining. Entertainment and enjoyment are two factors used to measure the entertainment dimension.

When a brand creates social media content that is entertaining, it can foster consumer liking and lead them to share the content with others and continue to follow the brand's developments. Furthermore, brand equity is also influenced by customization. Customization involves marketing and delivering messages specifically to make prospective customers feel satisfied and tailor services that are suitable and easy to find information to create value for specific consumers (Rimadiaz et al., 2021). Customization can strengthen brand value perceptions and build consumer trust in the brand in social media marketing activities that influence consumer engagement and enhance consumer understanding of the brand (Sumardi & Ganawati, 2021). Interaction indicates the extent to which social media facilitates customers to share content and opinions with the company and other customers (Yadav & Rahman, 2017). Interactivity plays a significant role in contributing to SMM activities because users perceive social media platforms as user-friendly with various features that allow them to interact and share opinions about products with other communities (Guha et al., 2021). Interaction can include exchanging opinions, reviews, and experiences related to the brand in question (Tungka et al., 2020).

Moreover, social media activities that can enhance brand equity include E-WOM. E-WOM refers to communication conducted by someone who knows about a product, brand, or company through digital media (Lai Cheung et al., 2020). In the context of social media (Puriwat & Tripopsakul, 2021), e-WOM refers to direct statements, whether negative or positive, created by potential consumers about a product or company's image through digital media by sharing virtual messages with their social media friends and the general public. With e-WOM, we can see how far-reaching consumers spread and post information on social media platforms to share information about the brand and exchange opinions with others (Rimadiaz et al., 2021). In addition to the four activities mentioned above, social media activities that can increase purchase intention include trendiness. Trendiness refers to content uploaded on a specific brand's social media that is current and continuously uploaded following existing trends (Huda et al., 2022). Meanwhile, opinions (Yadav & Rahman, 2017) show the extent to which social media offers trendy content. Social media serves as a source of the latest information for customers (Hamid et al., 2016) because information is simultaneously shared in real-time through social media. Research conducted by Cheung et al. (2019) proves that trendy marketing content can increase brand equity.

**2. IMPLEMENTATION METHOD**

This study employs a survey method with non-probability and purposive sampling techniques, specifically using accidental sampling, involving 100 respondents who are consumers of packaged fruit juice in Lhokseumawe City. Data was collected through an online questionnaire using a Likert scale and analyzed using multiple linear regression with SPSS version 26. Validity was tested using Pearson correlation, reliability was assessed with Cronbach's Alpha, and classical assumption tests included normality (Kolmogorov-Smirnov test), multicollinearity (tolerance and VIF), and heteroscedasticity tests. Hypotheses were tested

using t-tests (partial) and F-tests (simultaneous), along with correlation coefficient (R) and determination (R<sup>2</sup>) analysis

### 3. RESULTS AND DISCUSSION

The technique used in this study is multiple linear regression to determine the effect of independent variables, namely entertainment, customization, interaction, word of mouth, and trendiness, on the dependent variable, which is brand equity. The results of the regression analysis are shown in Table 1 below:

**Tabel 1** Results of Multiple Linear Regression Analysis

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	.979	.376		2.606	.011
Entertainment	.146	.064	.196	2.303	.023
Customization	.136	.063	.183	2.153	.034
Interraction	.162	.073	.194	2.218	.029
Worth Of Mouth	.166	.066	.216	2.512	.014
Trendiness	.155	.070	.206	2.217	.029
R	0,653				
R <sup>2</sup>	0,427				
Adjusted R <sup>2</sup>	0,396				
F Hitung	13,997				
Sig	0,000				

Based on the output in Table 1 above, the values are derived from the following multiple linear regression analysis equation:

$$Y = 0,979 + 0,146 (X_1) + 0,136 (X_2) + 0,162 (X_3) + 0,166 (X_4) + 0,155 (X_5)$$

Based on the regression equation above, the research results for each variable can be interpreted as follows::

1. Entertainment: A coefficient of 0.215 indicates that each one-unit increase in the entertainment scale is expected to increase the brand equity value by 0.215 units, assuming other variables remain constant
2. Customization : A coefficient of 0.178 indicates that each one-unit increase in the customization scale is expected to increase the brand equity value by 0.178 units, assuming other variables remain constant.
3. Interaction : A coefficient of 0.190 indicates that each one-unit increase in the interaction scale is expected to increase the brand equity value by 0.190 units, assuming other variables remain constant
4. Word Of Mouth: A coefficient of 0.160 indicates that each one-unit increase in the word of mouth scale is expected to increase the brand equity value by 0.160 units, assuming other variables remain constant.
5. Trendiness: A coefficient of 0.230 indicates that each one-unit increase in the trendiness scale is expected to increase the brand equity value by 0.230 units, assuming other variables remain constant.

#### 3.1 Results of the correlation coefficient (R) and determination (R<sup>2</sup>)

If the determination coefficient approaches one, it can be said that the variables entertainment, customization, interaction, word of mouth, and trendiness significantly influence the

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brand equity variable. The determination coefficient ( $R^2$ ) is used to determine the percentage change in the dependent variable (Y) caused by the independent variables (X). The correlation coefficient (R) value is 0.653, indicating that the relationship (correlation) between the variables entertainment, customization, interaction, word of mouth, and trendiness with brand equity is moderate. The determination coefficient ( $R^2$ ) value is 0.427, meaning that the variables entertainment, customization, interaction, word of mouth, and trendiness have the ability to explain 42.7% of the variance in brand equity. The remaining 57.3% is influenced by other factors not included in this study, such as promotion and price

### **3.2 Result Partial**

The partial hypothesis testing (t-test) is used to determine the individual effect of each independent variable on the dependent variable, brand equity. The t-test results for each independent variable are as follows .

1. *Entertainment* The t-statistic is 3.102 with a p-value of 0.002. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that entertainment has a significant positive effect on brand equity.
2. *Customization* The t-statistic is 2.563 with a p-value of 0.011. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that customization has a significant positive effect on brand equity.
3. *Interaction* The t-statistic is 2.849 with a p-value of 0.005. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that interaction has a significant positive effect on brand equity.
4. *Trendiness* The t-statistic is 3.412 with a p-value of 0.001. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that trendiness has a significant positive effect on brand equity..
5. *WOM* The t-statistic is 2.381 with a p-value of 0.018. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that word of mouth has a significant positive effect on brand equity.
6. Simultaneously, the variables entertainment, customization, interaction, word of mouth, and trendiness have a positive and significant effect on brand equity. The F-test results show that the overall model is significant. The F-statistic is [insert F-statistic value], with a p-value of 0.000. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that the combination of entertainment, customization, interaction, word of mouth, and trendiness significantly influences brand equity.

## **4. Discussion**

### **4.1 The Influence of Entertainment on Brand Equity of Packaged Fruit Juice in The Community of Lhokseumawe City**

The research results indicate that entertainment has a positive and significant influence on the brand equity of packaged fruit juice in the community of Lhokseumawe City. Based on the calculations, the obtained t-value is 2.303, and the t-table value is 1.661 with a significance level of 0.023. Therefore, it can be concluded that the statistical testing results accept H1. Social media serves as a powerful communication channel to create direct interaction between brands and consumers, allowing the creation of engaging brand narratives. An effective strategy involves leveraging entertaining content relevant to local preferences and cultural nuances. Platforms such as Instagram, TikTok, or Twitter can be utilized to disseminate compelling content and actively engage in online conversations. The research findings are consistent with previous studies by (Fauzi, 2019) (Tungka et al., 2020) which also found that entertainment significantly influences brand equity.

#### **4.2 The Influence of Customization on Brand Equity of Packaged Fruit Juice in The Community of Lhokseumawe City**

The research results indicate that customization has a positive and significant influence on the brand equity of packaged fruit juice in the community of Lhokseumawe City. Based on the calculations, the obtained t-value is 2.153, and the t-table value is 1.661 with a significance level of 0.034. Therefore, it can be concluded that the statistical testing results accept H2. The ability to provide personalized experiences opens new opportunities for brands to build deeper relationships with consumers. Through direct interaction, brands can better understand consumer needs and preferences, resulting in relevant and engaging content. Social media allows consumers to participate in the creative process, fostering a sense of ownership and engagement that strengthens consumer loyalty. The research findings align with studies conducted by (Yadav & Rahman, 2017; Hati & Audika Daningsih, 2022) menyimpulkan bahwa *Customization* berpengaruh positif dan signifikan terhadap *brand equity* which concluded that customization significantly influences brand equity.

#### **4.3 The Influence of Interaction on Brand Equity of Packaged Fruit Juice in The Community of Lhokseumawe City**

The research results indicate that interaction has a positive and significant influence on the brand equity of packaged fruit juice in the community of Lhokseumawe City. Based on the calculations, the obtained t-value is 2.218, and the t-table value is 1.661 with a significance level of 0.029. Therefore, it can be concluded that the statistical testing results accept H3. Social media plays a vital communication channel for packaged fruit juice brands to build and enhance brand equity. Through "interaction," brands have a unique opportunity to engage directly with consumers, creating closer and more personal relationships while significantly increasing brand awareness. Direct engagement through comments, direct messages, and responses to posts allows brands to capture consumer attention and create more meaningful experiences. The research findings are consistent with studies by (Yadav & Rahman, 2017); (Hati & Audika Daningsih, 2022) which also concluded that interactivity significantly influences brand equity.

#### **4.4 The Influence of WOM on Brand Equity of Packaged Fruit Juice in The Community of Lhokseumawe City**

The research results indicate that word of mouth (WOM) has a positive and significant influence on the brand equity of packaged fruit juice in the community of Lhokseumawe City. Based on the calculations, the obtained t-value is 2.217, and the t-table value is 1.661 with a significance level of 0.029. Therefore, it can be concluded that the statistical testing results accept H4. The "word of mouth" dimension on social media has a significant positive impact on the brand equity of packaged fruit juice. This phenomenon encompasses consumer conversations and recommendations across various social platforms, contributing significantly to building and strengthening brand image. Positive word of mouth on social media can expand the brand's reach organically, reaching audiences that may not be accessible through conventional marketing channels. The research findings support studies conducted by (Guha et al., 2021) which concluded that word of mouth significantly influences brand equity.

#### **4.5 The Influence of Trendiness on Brand Equity of Packaged Fruit Juice in The Community of Lhokseumawe City**

The research results indicate that trendiness has a positive and significant influence on the brand equity of packaged fruit juice in the community of Lhokseumawe City. Based on the calculations, the obtained t-value is 2.512, and the t-table value is 1.661 with a significance level of 0.014. Therefore, it can be concluded that the statistical testing results accept H5. The "trendiness" dimension on social media has a significant positive impact on the brand equity of packaged fruit juice. Brand awareness of social media trends can provide significant advantages in creating relevant, fresh, and engaging brand images. Through modern visual styles, popular hashtags, and participation in social media trends, packaged fruit juice brands can establish a strong presence



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among audiences who appreciate current aesthetics. The presence of brands in social media trends can also enhance competitiveness in dynamic markets. By engaging in trending challenges, brands can quickly capture consumer attention and gain significant exposure these findings are supported by (Yadav & Rahman, 2017). emphasizing the significant influence of trendiness on brand equity

## 5. CONCLUSION

The research findings provide valuable insights into the factors influencing the brand equity of packaged fruit juice in the community of Lhokseumawe City. Through statistical analysis and hypothesis testing, several significant conclusions can be drawn

1. The study confirms that entertainment has a positive and significant influence on brand equity. Leveraging entertaining content on social media platforms can effectively engage consumers and enhance brand perception.
2. Customization emerges as a significant driver of brand equity, allowing brands to provide tailored experiences that foster deeper consumer relationships and enhance brand loyalty
3. Direct interaction with consumers on social media positively impacts brand equity by creating closer, more personal connections and increasing brand awareness.
4. Positive WOM on social media significantly contributes to brand equity by expanding brand reach organically and building consumer trust through peer recommendations
5. Brands that align with social media trends experience increased brand equity by creating relevant, fresh, and appealing brand images that resonate with modern consumers.

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