



Effect of social media marketing on e-commerce consumer loyalty through brand image and relationship marketing in Makassar city

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ABSTRACT

The aim of this study is to empirically investigate how social media marketing influences social media brand image and relationship marketing in the context of e-commerce in Makassar. proposed model as well aims to examine the relationship between social media marketing, brand image, satisfaction, and trust loyalty. E-commerce industry players must be able to implement strategies to increase consumer loyalty, to compete in this industry. The strategy that can be done is to do social media marketing activity. This is because people in Makassar City are very active in using the internet and social media This phenomenon opens up opportunities for business people, especially in the e-commerce industry. The object in this study is addressed to e-commerce consumers in Indonesia. as many as 98 respondents have obtained through distributing questionnaires using non-probability sampling method. The research model is estimated using the structural transaction model with SMART-PLS. Event results that social media marketing has a significant effect on brand image and trust. Satisfaction and trust significant effect on loyalty. Furthermore, brand image has a significant effect on satisfaction, and satisfaction has a significant effect on trust. In contrast, social media marketing has no significant effect on satisfaction, and brand image has no significant effect on loyalty. This research concludes that to increase consumer loyalty in e-commerce, industry players must be able to improve product accuracy according to the description, increase responsiveness to complaints and input provided by consumers, and improve marketing activities through social media.

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1. INTRODUCTION

The development of the internet in Indonesia is currently experiencing a significant increase. The growth of internet users tends to increase consistently over a sufficient period of time long. Internet user penetration in Indonesia in 2019 was 171.17 million people or 64.8% of the total population. The growth of internet users which continues to increase has an impact on increasing use of social media (APJII, 2019). In 2020, active users of social media on Indonesia has reached 160 million users or 62% of the total population. Most social media frequently used by the public, namely Instagram 50.7%, Facebook 17.8%, Twitter 16.4%, and Youtube 15.1% (Simon, 2019). In line with internet penetration, this has an impact on the progress of the e-commerce business. commerce. This is because the e-commerce platform can only be used when the user is connected with an internet connection. In 2019, Indonesia became the country with the highest e-commerce adoption rate highest in the world. The development of e-commerce in Indonesia tends to have an increasing trend. The number of e-commerce users in 2020, namely 176.5 million users, has increased by 20.2% compared to 2019 with a total of 147.1 million users (Statista, 2020). Penetration Internet and social media users in Indonesia can be used as an alternative marketing activity namely through social media marketing. In practice, the use of social media is not only as a means of communication and entertainment only, but has an important position in the business world as marketing communication support tool (Rugova and Prenai, 2016). Utilization of social media as a tool Business support can be done with social media marketing as a marketing technique for promote products and collaborate with consumers to achieve business goals. Social media marketing is not only a product sales strategy, but can build connections between company with customers, even between customers (Zahay, 2015). Social media marketing can increasing the effectiveness of marketing activities with a broad and constructive reach long-term relationship with customers (Poturak and Softic 2019).

Javed & Min's research (2019) reveals that an increase in sales can occur if consumers are satisfied with the product or service provided by the company. The higher it is level of consumer satisfaction, it will have a good impact on customer loyalty in consuming a brand. According to Bilgin (2018) the strategies used to get loyal consumers is relationship marketing that includes segmentation and loyalty programs. The company will be more benefit from having loyal consumers because it can provide marketing cost efficiencies company. But to get loyal customers, companies need to build relationships long-term relationship with consumers in order to gain a competitive advantage.

Databoks is a platform that provides ratings based on the number of numbers visitors to e-commerce sites in Indonesia. Ranking data for the period 2020 to 2022 shows that rankings are changing between e-commerce sites. Movement The ranking shows that consumers can switch transactions from one e-commerce site to another another easily. In addition, from 2020 to 2022 there are three main competitors has always been fiercely competitive in the e-commerce industry, namely Tokopedia, Bukalapak, Lazada and Shopee.

Social media marketing is defined as the use of social media technology to communicate, deliver, and exchange offerings that have value for stakeholders organization (Tuten, 2008). Social media marketing is the use of social media in marketing products and services through social media tools such as blogs, Facebook, Twitter, Instagram, youtube, etc (Alfian & Nilowardono, 2019). Social media is considered as part of integrated marketing communication which provides a platform that allows interaction between fellow users. Social media can be an effective strategy for reaching and engaging potential consumers, as well as encouraging presence interactions between companies and consumers, and between consumers themselves (Tatar & Erdogmus, 2016).

Research by Aldweeri et al. (2018) shows that the current popularity of social media can be a business strategy. This is due to the high intensity of using social media, and

cost-efficiency marketing. In the context of e-commerce, social media marketing is defined as a process carried out by the company in communicating and conducting online marketing activities through social media platforms to build and maintain stakeholder relationships with interaction activities, sharing information, and recommending purchases (Ismail, 2017). According to Yadav & Rahman (2017) there are four dimensions of social media marketing, namely: interactivity, personalization, informativeness, and word-of-mouth (WOM).

Interactivity refers to customer perceptions of the extent of social media e-commerce facilitating customers to share content and views with other companies and customers (Seo & Park, 2018). Second, personalization refers to the customer's perception of the extent of the media Social e-commerce offers content and services according to customer preferences (Bilgin, 2018). Third, informativeness is the customer's perception of the extent to which social media e-commerce offers accurate, useful, and comprehensive information (Cheung et al., 2020). The final is word-of-mouth which refers to customer perceptions to recommend and share experiences of products and services consumed through social media (Yadav & Rahman, 2017).

Lee et al. (2011) stated that brand image is a consumer perception and preference for a brand. Brand image contains information and ideas about various features product. Brand image is formed as a result of marketing communications, experience, and consumption social influence (Riezebos, 2003), Iversen & Hem (2008) define brand image as a representation of consumer symbolism of brand evaluation. Brand image can help consumers to recognize their needs and satisfaction with the brand, as well as being a differentiator between competitors and motivate customers to buy the brand (Hsieh et al., 2004).

The image created by the company can help consumers collect information, differentiate brands, and create reasons to buy (Upamanyu & Mathur, 2012). Brand image is a collection of brand associations that are formed and stick in the minds of consumers. Brand image is an important factor in consumer decision-making. A strong brand image can strengthen the competitiveness of companies (Severi & Ling, 2013). Brand image is a powerful tool for attracting new customers by influencing their behavior using a variety of strategies that will make them loyal to a brand (Pavlou & Fygenson, 2006).

Relationship marketing is defined as marketing activities that are directed to build, develop and maintain long-term relationships through collaboration with customers so that the goals of all parties can be fulfilled (Morgan & Hunt, 1994). Relationship marketing is a strategic orientation that focuses on developing customer loyalty through activities collaboration and cooperation to increase economic value. Maintaining long-term relationships with consumers is an important condition for the success of an organization (Hoang, 2015). A study conducted by Jamaev et al. (2012) stated that relationship marketing is an element important in the marketing research process, so as to help organizations improve profitability and competitive advantage through the globalization of world markets, as well as providing long-term benefits to consumers and companies. Sun (2010) divides relationship marketing into two, namely satisfaction and trust.

Satisfaction is defined as a person's feelings of pleasure or disappointment arising from comparing the purchased product against their expectations. If the performance can not meet expectations, the customer will be dissatisfied/disappointed. If performance exceeds expectations, then customers will feel very satisfied or happy (Kotler & Keller, 2016). Customer assessment of performance products depends on many factors, especially the type of loyalty relationship the customer has with a brand. Consumers often form more favorable perceptions of a product with brands they already perceive positively (Mothersbaugh & Hawkins, 2016).

Trust is seen as one of the most relevant antecedents in a stable relationship and collaborative (Akbar & Pavej, 2009). The concept of trust is one of the most important elements that lead to the creation of long-term relationships with customers, especially in

maintaining the confidentiality of customer information, and commitment to providing the best service (Ball et al., 2004). Consumer trust is defined as the consumer's expectation that the service provider is reliable in fulfilling its promises (Baig et al., 2015). In the online shopping industry, trust is defined as the buyer's belief that online sellers behave ethically (Pavlou & Fygenson, 2006). Trust and satisfaction become important factors to get customer retention when facing the situation negatives such as failure in service and play an important role in loyalty (Liao & Keng, 2013).

Loyalty is a customer commitment to repeat purchases on a regular basis (Peelen, 2005). Customer loyalty is defined as the willingness of customers to use and buy products or services at one company repeatedly, not easily influenced by other brands, and voluntarily introduce these products and services to others (Hoang, 2015). Loyalty is a commitment to buy and use a product or service The same. Customers who repeatedly go to the same place to satisfy a desire with obtaining and paying for products or services (Kotler & Keller, 2016). Olivier (1999) defines customer loyalty as a commitment that is firmly held by customers to repurchase products or services continuously in the future. If organizations want to have lots of loyal customers, so they need to provide social benefits and financial to their customers. Loyalty can be built by establishing long-term relationships, providing incentives, managing customer complaints, and encouraging customer feedback (Ismail, 2017). Strategies to increase customer loyalty can maintain long-term relationships, reduce marketing costs, and enrich sales (Khan et al., 2016).

Social Media Marketing, Brand Image, Relationship Marketing, and Loyalty

Anizir & Wahyuni's research (2017) shows that social media marketing has a significant influence on brand image. Similar research conducted by Bilgin (2018) shows that brand image is an important factor in a competitive market. With increased users of social media, then this platform can be utilized for an effective marketing strategy. Powered by Duffett (2017) revealed that marketing activities through social media can increase brand image. Social media marketing can improve the image and strengthen word of communication mouth. Based on the explanation of the previous research, the hypothesis to be tested is:

H1: Social media marketing has a significant effect on the brand image of e-commerce consumers

Fajri & Maruf (2018) revealed that social media marketing has an influence significant on satisfaction. Implementation of marketing programs through social media has proven effective to create profitable relationships with consumers. This is supported by research Pratama (2016) that social media marketing involves consumers interacting and collaborating with company. This can build closeness and maintain relationships with consumers. Consumer involvement will have a good impact on the company. Zaryab et al. (2019) conducted research to analyze the effect of social media marketing on satisfaction in the e-commerce industry. Results from this study revealed that social media marketing has a positive influence and significant effect on e-commerce customer satisfaction. Based on the presentation of previous research above, the hypothesis to be tested is:

H2: Social media marketing has a significant effect on e-commerce consumer satisfaction

Gautam & Sharma (2017) revealed that social media marketing has influence significant to trust. Through social media, consumers can share their shopping experiences. Lu & Hsiao (2010) revealed that the way to build trust is to provide channels of special communication for consumers who want to submit complaints and suggestions. So it creates an impression that the brand really pays attention to and wants to meet the needs of consumers who have not fulfilled them. Supported by Jalilvand et al. (2017) revealed that there is a positive influence and significant relationship between social media marketing and consumer trust. Based on the research exposure above, the hypothesis to be tested is :

H3: Social media marketing has a significant effect on e-commerce consumer trust

Andreani et al. (2012) revealed that brand image can increase satisfaction consumer. Companies that have a good reputation will have an impact on increasing awareness brand and customer satisfaction. Subaesbasni et al. (2018) conducted research on brand influence image on customer satisfaction which has an impact on customer loyalty. Research result revealed that brand image has a significant influence on satisfaction. Based on the explanation of the previous research, the hypothesis to be tested is:

H4: Brand image has a significant effect on e-commerce consumer satisfaction

Javed and Min's research (2019) concluded that satisfaction has a positive effect and significantly to online shopping consumer trust. According to Santos (2003), online-based companies must show a genuine interest in increasing customer satisfaction and trust in shop online. When customers are satisfied with the services provided, then it can increase customer confidence in the goods they consume. Based on exposure the previous research, the hypothesis to be tested is :

H5: Satisfaction has a significant effect on e-commerce consumer trust

Saeed et al. (2013) conducted research on the effect of brand image on customer loyalty through customer satisfaction. The results of the study show that brand image has a positive effect and significant effect on customer loyalty. Similar research was conducted by Sublibhavi and Shivashankar (2017) which revealed that the better the company's strategy in increasing brand image hence the impact on increasing customer loyalty. Based on the presentation of previous research above, the hypothesis to be tested is:

H6: Brand image has a significant effect on e-commerce consumer loyalty

Ngo & Pavelkova (2017) conducted research on the effect of satisfaction on loyalty customers. The results of the study reveal that customer satisfaction can lead to loyalty. Matter This is because consumers tend to reduce the risk to try new brands, so these consumers prefer to continue to consume the products and services that provide them with experience in accordance with consumer expectations. The results of this study indicate that satisfaction becomes the main key and the starting point of loyalty. Based on the explanation of the previous research, the hypothesis to be tested is:

H7: Satisfaction has a significant effect on e-commerce consumer loyalty

The concept of trust is one of the most important elements that lead to its creation long-term relationships with customers, especially in maintaining the confidentiality of customer information, and commitment to provide excellent service (Singh & Sirdeshmukh, 2000). Hoang Research (2015) revealed that trust has a significant effect on loyalty. Trust can increase consumer loyalty, especially in online shopping. Based on research exposure above, the hypothesis to be tested is:

H8: Trust has a significant effect on e-commerce consumer loyalty

2. RESEARCH METHOD

Population and Research Sample

Respondent data collection was carried out in Makassar City. This research lasted for the period January 2023 – March 2023. The approach used in this study uses quantitative methods through surveys. The sample requirements set are consumers who have done it transactions on e-commerce sites at least twice in the last 3 months and are active users of Instagram. This study used a total sample of 200 respondents. According to Hair et al. (2006) the number of samples needed for each parameter estimation of exogenous and endogenous variables is five up to ten observations. The sampling technique in this study uses non-probability sampling with a voluntary approach.

This study used an online questionnaire via Google Docs. The questionnaire given contains structured questions limited by screening questions, profiling and related questions with research variables that influence e-commerce consumer loyalty. Questionnaire distribution This is done by posting on social media groups and direct

messages to the appropriate respondents with research requirements. The data sources used consist of primary and secondary data. Primary data was obtained from the results of respondents' statements through the distribution of questionnaires. A questionnaire given to Respondents contain types of structured questions that are made in such a way that respondents are limited in the answer space. Respondents answer structured questions using a Likert scale (Summated Rating Scale). Secondary data in this study were obtained from various sources of literature, ie books, journals and articles.

Descriptive analysis is statistics used to analyze data in a way describes or describes the data that has been collected as it is without intending to make valid conclusions to be generalized (Sekaran & Bougie, 2013). In research, This descriptive analysis was used to describe the characteristics of the respondents and their behavior respondent consumption. SEM is a statistical model used to test causality relationships between constructs as well as measure the feasibility of the model and confirm it according to empirical data. The advantage of this analysis technique is that it can determine the relationship between measurable variables (manifest) with constructs or latent variables, as in factor analysis, and determine the effect coefficients of one construct with another construct (Ghozali & Latan, 2015). The formation of the SEM model based on the conceptual framework in this study will be processed using the software Smart-PLS 4.0.

3. RESULTS AND DISCUSSIONS

Respondent profile

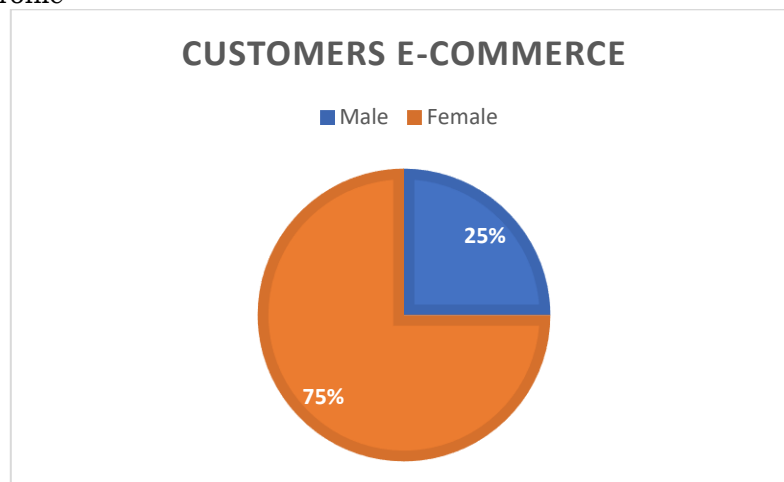


Figure 1. Respondent characteristic based on gender

From Figure 1 above, we can see that the number of respondents e-commerce consumer 75 percent women, and the remaining 25% percent were men.

Evaluation of Model Fit Level

The influence of social media marketing on e-commerce consumer loyalty through brand image and relationship marketing is measured using the SEM model. According to Hair et al. (2006) evaluation of the fit is carried out through several stages, namely 1) the overall fit of the model; 2) model fit measurement; 3) structural model fit.

Overall Model Fit Test

According to Wijayanto (2008), SEM analysis does not have the best statistical test that can explain the predictive power of the model. Instead, the researchers have developed several goodness-of-fit criterion sizes that can be used together or in combination. Ghozali & Latan (2015) states that in an empirical study, a researcher is not required to comply

with all criteria of goodness of fit, but depending on the judgment of each researcher. According to Hair et al. (2006), the use of 4-5 criteria of goodness of fit is considered sufficient to assess the feasibility of a model. The model suitability test can be seen from the RMSEA, GFI, AGFI, NFI, IFI, and criteria CFI which can be seen in Table 2. The value of all aspects of the conformity criteria has been included in good fit and marginal fit categories so that overall this research model is declared feasible.

Table 2. The overall mode compatibility test results

Goodness of Fit	Cut off value	Result	Information
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.078	Good Fit
Goodness of Fit Index (GFI)	≥ 0.9	0.82	Marginal Fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0.9	0.92	Good Fit
Normed Fit Index (NFI)	≥ 0.9	0.94	Good Fit
Incremental Fit Index (IFI)	≥ 0.9	0.93	Good Fit
Comparative Fit Index (CFI)	≥ 0.9	0.91	Good Fit

Measurement Model Fit Test

Test the fit of the measurement model is done by testing the validity and reliability. Validity measure the extent to which an indicator accurately measures what it should measure (Haryono, 2016). The measurement model fit test can be seen in Table 3. Attributes are declared valid if the value of standardize loading factor (SLF) ≥ 0.5 and has a t-value above 1.96 (Hair et al., 2006). Based on Table 3, it can be seen that all indicators are variable meets the validity requirements indicated by the standardized factor loading value greater than 0.50 and the t-value is above 1.96 or includes a significant category.

Table 3. Test the fit of the measurement model

Latent Variable	Indicator	Loading Factor	T	Information
SMM	IN.1	0.86	11.33	
	IF.1	0.77	6.96	Valid
	PR.1	0.90	8.36	Valid
	WOM1	0.70	8.71	Valid
BI	BI.1	0.69	6.13	Valid
	BI.2	0.78	6.71	Valid
	BI.3	0.76	7.11	Valid
CS	CS1	0.77	10.11	Valid
	CS2	0.73	10.31	Valid
	CS3	0.85	10.22	Valid
TR	TR1	0.71	9.24	Valid
	TR2	0.80	9.12	Valid
	TR3	0.74	9.14	Valid
LY	LY1	0.91	10.21	Valid
	LY2	0.80	11.19	Valid
	LY3	0.71	9.13	Valid

Source : Data Processed (2023)

Reliability is a measure of the internal consistency of an indicator or a construct. High-reliability results provide confidence that each indicator consistent with the measurements. The results of the reliability test measurements show not all values of Construct Reliability (CR) and Variance Extracted (VE) meet the reliability requirements, namely CR values ≥ 0.7 and VE values ≥ 0.5. The VE value for each latent variable that has a value > 0.5 is highly recommended. Table 4 explains the Construct Reliability (CR) and Variance Extracted (VE) values.

Based on Table 4 it is found that social media marketing, interactivity, informativeness, personalization, word-of-mouth, brand image, satisfaction, and loyalty fulfill the reliable requirements CR value ≥ 0.7 and VE value ≥ 0.5. This means that all variables and indicators represent well-developed latent constructs. This indicates that

each indicator variable is valid for measuring the latent construct. Based on Table 4, the VE value in trust shows less than 0.5, but still has a Construct Reliability (CR) value of more than 0.7, the convergent validity of The latent construct can still be said to be sufficient.

Table 4. Reliability test

Variable Latent	Variable Indicator	CR	VE
Social Media Marketing	IN-WOM	0.94	0.66
Interactivity	IN	0,87	0.62
Informativeness	IF	0.85	0.61
Word-of-mouth	WOM	0.82	0.60
Brand Image	BI1-BI3	0.84	0.61
Satisfaction	CS1-CS3	0.88	0.63
Trust	TR1-TR3	0.76	0.56
Loyalty	LY1-LY4	0.81	0.59

Source : Data Processed (2023)

A variable is said to be quite consistent if the variable has Construct Reliability (CR) > 0.7. Table 4 shows that all CR values > 0.7. Therefore it can be concluded that the indicators used in this study have good reliability or are able to measure the construct. The evaluation results of the measurement model show that the model as a whole fit with the data, so the results of this study can be declared valid and reliable.

Coefficient Determination Test

Table 5. Coefficient determination (R²)

R	R Square	Adjusted R Square	Durbin Watson
0.699	0.701	0.712	1.845

Based on table 5 shows that the value of R Square Change (determination coefficient) of 0.701, which means that the influence of all independent variables (X) on the dependent (Y) by 70.1 % and 29.9% outside the model.

Individual Parameter Significance Test (t Statistical Test)

Table 6. Hypothesis test (T-Test)

Impact Variable	Path Coefficient	T	Conclusion	Information
Social Media Marketing to Brand Image	0.76	7.03	Significant	H1 Accepted
Social Media Marketing to Brand Image	0.03	0.68	Not Significant	H2 Rejected
Social Media Marketing to Brand Image	0.23	2.91	Significant	H3 Accepted
Brand Image to Satisfaction	0.89	4.31	Significant	H4 Accepted
Satisfaction to Trust	0.55	5.51	Significant	H5 Accepted
Brand Image to Loyalty	0.10	0.71	Not Significant	H6 Rejected
Satisfaction to Loyalty	0.34	2.01	Significant	H7 Accepted
Trust to Loyalty	0.51	4.78	Significant	H8 Accepted

Social media marketing has a significant influence on brand image (H1). This is appropriate with previous studies conducted by Hermanda et al. (2019) regarding the online shopping industry. The 1st hypothesis means that social media marketing has an influence on brand improvement image of the e-commerce industry. Based on the results of SEM, respondents feel the utilization of one of the social features media marketing, namely being able to discuss/exchange opinions from Instagram users on service quality from e-commerce is the most calculated thing in social media marketing. Yadav & Rahman (2017) said that discussion/exchange of opinions online can reduce uncertainty about the

product so that consumers have more confidence in a product. Anizir & Wahyuni (2017) revealed that consumers felt the discussion/exchange of opinions was being carried out by Instagram users can be a comparison to the advertisements for the products/services offered company.

Furthermore, social media marketing does not have a significant effect on satisfaction (H2). This result is different from previous research conducted by Fajri & Maruf (2018) regarding the influence of social media marketing on the e-commerce industry. It is presumed that consumer e-commerce will feel satisfied if they have consumed the product/service. No consumer satisfaction immediately occur when they see an advertisement for an e-commerce site on social media.

Next, there is a significant influence between social media marketing and trust (H3). These results are in line with previous studies conducted by Jakic et al. (2017) stated that social media marketing activities can increase e-commerce consumer trust. Respondents feel that the use of one of the features of social media marketing is being able to discuss/exchange Opinions from Instagram users on e-commerce are things that are taken into account in social media marketing. Amalina (2016) revealed that one way to build trust consumers is to provide a special channel for consumers who want to discuss / exchange opinions and submit complaints and suggestions. By managing social media professionally, you will generate trust in the brand managed by the social media.

Furthermore, in this study, brand image has a significant influence on satisfaction (H4). These results are in line with previous research conducted by Subaesbasni et al. (2018) which states that brand image can increase consumer satisfaction. brand indicator The image that contributes the strongest is that e-commerce sites are leaders in the online shopping industry. Brand success can raise consumer awareness and satisfaction. In this case, brand image can be influenced by many factors such as advertising intensity, positive impression, and service suitability promised ad.

Next, satisfaction has a significant effect on trust (H5). This is appropriate with a previous study conducted by Javed & Min (2019) which stated that satisfaction can increase consumer confidence in the online shopping industry. Based on SEM results, indicators satisfaction that contributes most strongly is satisfied with the shopping experience in e-commerce. Respondents were satisfied with the shopping experience on e-commerce sites. Therefore, industry players E-commerce can improve and provide variety so that consumers have a shopping experience which are fun. Moriuchi & Takahashi (2016) stated that satisfaction with experience Shopping on e-commerce sites can increase consumer confidence. Increased consumer satisfaction e-commerce will have an impact on increasing consumer confidence. Furthermore, brand image has no significant effect on loyalty (H6). Results this is different from previous research conducted by Alic et al. (2020) which reveals that simultaneously brand image is able to influence consumer loyalty. This indicates that when an e-commerce company has a good brand image, this may not necessarily work significantly increase consumer loyalty.

Furthermore, satisfaction has a significant effect on loyalty (H7). those results in line with previous research conducted by Aldweeri et al. (2018) which reveals that consumer satisfaction can increase loyalty. Based on SEM results, satisfaction indicators the strongest contribution is satisfaction with the shopping experience on e-commerce sites. Safa & Von (2016) revealed that satisfaction is the main factor in forming loyalty. Satisfied customers have the opportunity to make repurchases thereby providing long-term benefits long for the company. Increased shopping experience felt by consumers to be important indicators carried out by the company to increase satisfaction and loyalty.

Next, trust has a significant effect on loyalty (H8). These results are in line with previous research conducted by Boonlertvanich (2019) which revealed that trust can simultaneously increase loyalty. Based on the SEM results, the trust indicator is contributing most strongly is the reliability of e-commerce sites. The reliability of this service can improve consumer trust that has an impact on loyalty. Mustafa (2011) revealed

that Trust is seen as one of the most relevant antecedents in a stable relationship collaborative. One of the important indicators to form e-commerce consumer trust is by providing reliable service. The reliability of this service can improve consumer trust that has an impact on loyalty.

4. CONCLUSION

This study analyzes the effect of social media marketing on brand image, satisfaction, and trust related to e-commerce customer loyalty. In this study we found that the variable of social media marketing has a significant impact on brand image, Brand image has a significant impact to trust. Satisfaction and trust have a significant impact on loyalty only Brand image doesn't have a significant impact on loyalty, there few reasons why brand image doesn't always have a strong impact on loyalty on social media, first competitive landscape, changing consumer behavior, engagement and interaction, quality of products/services, trust and authenticity, diverse customer preferences, impact of marketing strategies. This research also provides insight into the importance of consumer loyalty in the e-commerce industry in Makassar City. This study has theoretical implications that are tested empirically, namely social influence media marketing, brand image, satisfaction, and trust in e-commerce consumer loyalty. The model in the research has fulfilled the goodness of fit feasibility test required The results of this study are expected to be useful for C2C e-commerce industry players (consumer to consumers). Based on path analysis, social media marketing has a significant effect on loyalty through trust. This can show that social media marketing can improve consumer trust and impact shopping loyalty on e-commerce sites ents so that it can provide reference literature related to consumer loyalty e-commerce. From this research we suggest the next research can explore more about competitive landscape, changing consumer behavior, engagement and interaction, quality of products/services, trust and authenticity, diverse customer preferences, impact of marketing strategies on consumers loyalty.

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