



# The Role of Brand Trust in Mediating the Effect of Social Media Marketing on Brand Loyalty at Falala Chocolate Customers in Denpasar

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**Abstract**—Consumption of chocolate in Indonesia continues to increase every year, this can be an opportunity for businessmen to open a business with the main product of chocolate. Falala Chocolate Bali takes advantage of this opportunity by selling and marketing unique and attractive artisan chocolate products. This study aims to analyze the role of brand trust in mediating the effect of social media marketing on brand loyalty. This study was conducted at Falala Chocolate in Denpasar City, with a sample of 100 people who were determined by purposive sampling. Data was collected using a survey approach, and the study instrument was a questionnaire measured by a Likert scale. The data were analyzed using path analysis. The results of this study indicate that all hypotheses are accepted. Social media marketing has a positive and significant effect on brand loyalty, social media marketing has a positive and significant effect on brand trust, brand trust has a positive and significant effect on brand loyalty, and brand trust has a significant role in mediating the influence of social media marketing on brand loyalty.

**Keywords:** brand loyalty; brand trust; social media marketing

## I. INTRODUCTION

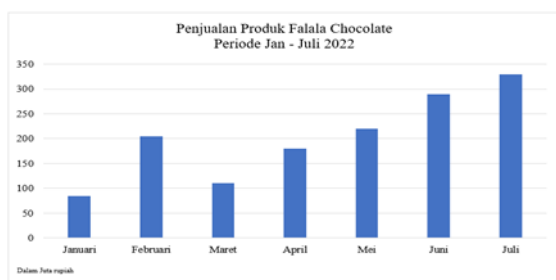
Development in the era of globalization relies heavily on the economic sector as a measure of success by the government. The role of society in national development, especially in economic development, is Micro, Small, and Medium Enterprises (MSMEs). Micro, Small, and Medium Enterprises (MSMEs) play an important role as a potential sector in national economic development. Realizing the important role of MSMEs, efforts to empower MSMEs in the context of accelerating regional and central economic development need to be increased. The food and beverage industry is one of the dominating industry groups in the MSME group in Bali.

One of the MSMEs in Bali engaged in the food industry that focuses on selling and marketing chocolate products is Falala Chocolate Bali. Falala Chocolate MSMEs have

been built since April 10, 2020. Falala Chocolate is a premium Japanese-style Balinese chocolate made from pure chocolate with a little extra fresh cream. Falala Chocolate has a character that is immediately soft and melts when it enters the mouth. Falala Chocolate is an artisan chocolate that uses its own recipe and selects special ingredients that are fresh and of high quality. The chocolate used is sourced from cocoa farmer plantations in Bali.

In the business world, every type of business must have competitors. Falala Chocolate's main competitors are Heavenly Chocolate Bali, Pod Chocolate, and other competitors located outside Bali, Tsubaki Chocolate, and Joelicious. Falala Chocolate is able to maintain their brand position in the market share because, in addition to attracting new customers, they are also able to retain old customers. Falala Chocolate uses the best

strategies to create a connection between customers and their brand. According to Aaker, one measure of a customer's attachment to a brand is called Brand Loyalty.



**Figure 1.** Sales of Falala Chocolate Denpasar Products for the Period January-July 2022 (Source: Falala Chocolate Company, 2022)

In Figure 1.2, it can be seen that Falala Chocolate's product sales are erratic every month. For example, in January 2022, Falala Chocolate managed to get sales of 80 million. In February 2022, sales increased dramatically to 205 million, this is because in February Falala offered the Falala Chocolate Valentine's Day Edition which was promoted on Falala Chocolate's Instagram. The content uploaded during this Valentine's Day Edition is very interesting, namely by using shades of pink in each post.

Many things can be done with the presence of the Internet, and social media is one of the features most frequently used by Internet users today. According to (Pradiani, 2018), social media is a technique to facilitate the publication and access to social interaction information. Promotions that previously used print and electronic media have now changed to promotions using internet-based social media. Social media is an option for consumers to spend time online, so social media is very suitable for use in marketing their products to consumers. The presence of SMEs has participated in using Social media as a means of marketing their business, including MSME Falala Chocolate Bali. Falala Chocolate's success in marketing its products is of course inseparable from business strategies and services that can satisfy consumers so that Falala Chocolate remains in the minds of its consumers. One of Falala Chocolate's business strategies is to promote through social media (Instagram, Facebook, and the official Falalachocolate.com website).

Social media marketing is a form of direct and indirect marketing used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other institutions (Gunelius, 2011). Social

media provides an opportunity for companies to deliver better communication to consumers and can build Brand Loyalty. Brand Loyalty as an impact caused by the use of social media in promoting and communicating to customers, can at least boost the company's brand or even maintain the brand's position. Satisfied consumers will encourage brand loyalty. This is because customer satisfaction and Brand Loyalty are interconnected, and in the current conditions many companies offer the same product or service.

Research results from Pratama (2016) state that social media Marketing variables consisting of; advantageous campaigns, relevant content, popular content, frequent updates its content, and various platforms and applications have a significant effect on Brand Loyalty. This shows that if the social media Marketing variable increases, it will affect the increase in Brand Loyalty. This is also supported by research by Suryadinatha (2015) and Videra (2021) who in their research results concluded that social media marketing has a significant effect on Brand Loyalty, but other research conducted by Dewi Murtiningsih (2017) states that social media Marketing has no direct effect on Brand Loyalty. This is in line with research conducted by Radhitama (2018) where this study shows that social media marketing does not have a significant effect directly on Brand Loyalty.

Other studies have previously been conducted by Haudi et al. (2022) and Admi & Susanto (2023). Haudi et al. (2022) found that social media marketing has a positive effect on brand trust, social media marketing has a positive influence on brand equity, and social media marketing has a positive influence on brand loyalty. Brand trust has a positive influence on SMEs Performance, Brand equity has a positive influence on SMEs Performance and finally brand loyalty has a positive influence on SMEs Performance. Meanwhile, Admi & Susanto (2023) found that (1) Social Media Marketing has a positive and significant effect on Brand Loyalty for the Rendang Asele brand on Instagram. (2) Social media marketing has a significant and positive impact on brand trust on the Rendang Asele brand on Instagram. (3) Brand Equity has a significant and positive impact on brand loyalty for the Rendang Asele brand on Instagram. (4) Brand Trust has a positive effect on Brand Loyalty for the Rendang Asele brand on Instagram. (5) Social Media Marketing has a positive and significant effect on Brand Equity for the Rendang Asele brand on Instagram. (6) Brand

Trust has a positive effect on the Brand Equity of the Rendang Asese brand on Instagram. (7) Social Media Marketing has a positive effect on Brand Loyalty which is mediated by Brand Trust on the Rendang Asese brand on Instagram. (8) Social Media Marketing has a positive effect on Brand Loyalty which is mediated by Brand Equity on the Rendang Asese brand on Instagram.

Based on the background above, further research about the role of brand trust in mediating the effect of social media marketing on brand loyalty needs to be conducted. Therefore, this study aims to analyze the role of brand trust in mediating the effect of social media marketing on brand loyalty at Falala Chocolate Consumers in Denpasar City.

## II. CONCEPT AND HYPOTHESIS

### Consumer Behavior

Consumer behavior is all activities, actions, and psychological processes consumers who encourage these actions at the time before buying, when buying, using, and spending products and services, as well as after doing things above or activities to evaluate (Nugraha, J.P., 2021). Consumer behavior is influenced by several factors, namely cultural, social, personal, and psychological factors. These factors are things that must be taken into account to determine the dominant factors in consumer behavior that influence consumer decisions (Adnan, 2018).

### Social Media Marketing

Social media marketing is a form of marketing using social media to market a product, service, brand, or issue by utilizing the audience participating in social media (Rasyid, 2018). According to Tsitsi (2013), social media marketing is a system that allows marketers to engage, collaborate, interact, and utilize the intelligence of the people who participate in it for marketing purposes. Social media marketing in this study is measured refers to the measurement of Narottama (2022) with indicators, namely: Content Creation, Connecting, Community Building.

### Brand Trust

Brand Trust is the ability of a brand to be trusted (brand reliability), which comes from consumer confidence that the product can fulfill the promised value and is considered to have good intentions (brand intention). The concept of brand trust is based on consumer confidence that a brand is considered to prioritize what is in the interests of consumers.

Brand trust can be created as a result of customer behavior that is reluctant to try other brands because the risk factor of trying something new is uncertain, and tends to have a high commitment to remain loyal to the previous brand (Kurniawan, 2017). Trust Brand trust in this study is measured referring to the measurement of Bastian (2014) with indicators, namely: archiving results, acting with integrity, and demonstrating brand trust. with indicators, namely: archiving results, acting with integrity, and demonstrating concern.

### Brand Loyalty

Brand loyalty is a very important concept in marketing strategy. Brand loyalty indicates a bond between customers and a particular brand and this is often characterized by repeat purchases from customers. A strong relationship between customers and a brand not only maintains future business relationships but also increases other beneficial values such as the initiative to recommend and contribute to shaping the company's positive reputation (Kotler et al., 2016). Brand loyalty is consumer consumptive behavior towards a brand that encourages these consumers to remain committed to one brand and intend to buy it from the same brand in the future (Schiffman and Kanuk 2015). Brand loyalty in this study measured refers to the measurement of Cahyarani (2021) with indicators, namely: Customer commitment to the brand, recommending the brand to others, and repurchasing the same brand in the future.

Well-managed social media marketing activities will be able to influence the level of brand loyalty. The better the management of social media as a marketing medium (social media marketing), the easier brand trust is formed. Brand trust that is formed will affect brand loyalty because the higher the level of brand trust, the level of brand loyalty will also increase. Based on the description of the framework, the conceptual framework can be described as follows:

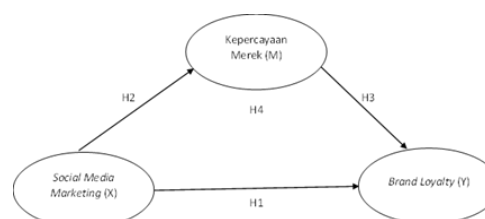


Figure 2. Conceptual framework

According to the conceptual framework above the hypotheses of this research are:

H1: Social media marketing has a positive and significant effect on Brand Loyalty.

H2: Social media marketing has a positive and significant effect on brand trust.

H3: Brand trust has a positive and significant effect on Brand Loyalty.

H4: Brand trust significantly mediates the effect of social media marketing on Brand Loyalty.

#### IV. METHOD

This research is a type of research that is classified into associative forms. The research was conducted in the city of Denpasar. This location was chosen because it is one of the locations of the Falala Chocolate Bali store, namely at Hayam Wuruk No. 122. The object of research is Brand Loyalty in Falala chocolate products which are influenced by social media marketing and brand trust. The endogenous variable in this study is Brand Loyalty (Y), the exogenous variable in this study is social media marketing (X), and the mediating variable in this study is brand trust (M). The population in this study are falala chocolate customers whose numbers cannot be calculated with certainty. This study used a sample of 100 respondents, which means that it meets the criteria. The types of data used in this study are categorized into qualitative data and quantitative data. The data sources used in this study are primary and secondary data sources. In this study, the method used was data collection using a questionnaire survey. This study uses a questionnaire as a data collection tool, so it is necessary to test the validity and reliability so that the questionnaire is suitable for use. The data analysis technique used in this research is descriptive statistical analysis, path analysis technique, and Sobel test.

#### IV. RESULT AND DISCUSSION

The validity test is carried out to measure the extent to which the measuring instrument used is able to measure what is being measured (Rahyuda, 2016). Validity testing is used to determine whether the research questionnaire is valid or not by looking at its significance value.

**Table 1.** Research Instrument Validity Test Results

Variable	Indicators	Correlation coefficient	Explanation
Social Media Marketing (X)	X1	0,832	Valid
	X2	0,810	Valid
	X3	0,904	Valid
	X4	0,847	Valid
Kepercayaan Merek (M)	M1	0,926	Valid
	M2	0,880	Valid
	M3	0,818	Valid
Brand Loyalty (Y)	Y1	0,842	Valid
	Y2	0,906	Valid
	Y3	0,880	Valid

Data Processed, 2022

The questionnaire is said to be valid if the total score value of the correlation coefficient is above 0.30, so all variable instruments in this study have met the validity test requirements because the total score value of the correlation coefficient is above 0.30.

The reliability test aims to find out to what extent the consistency of the measuring instrument is used, and to what extent the measuring instrument can be trusted or relied upon (Rahyuda, 2016). To measure reliability, the Cronbach Alpha technique is used with the criteria that if the results of  $\alpha > 0.60$  are considered reliable, and vice versa, if  $\alpha \leq 0.60$ , it is considered unreliable.

**Table 2.** Reliability Test Results

Variable	Cronbach's Alpha	Explanation
Social media marketing (X)	.868	Reliable
Kepercayaan Merek (M)	.842	Reliable
Brand loyalty (Y)	.841	Reliable

The reliability test numbers on each variable are above 0.60. Then all instruments met the reliability requirements.

#### The effect of social media marketing on brand trust.

In this study, the effect of social media marketing on brand trust was calculated through the SPSS for Windows program. The following shows the results of the first structure calculation in Table 3.

**Table 3.** Path Analysis Results on Structure 1

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Cons-tant)	2.866	.923		3.105	.002
	Social media marketing	.587	.056	.728	10.521	.000

Dependent Variable: Kepercayaan Merek  
R Square: 0.530  
Sig. F: 0.000

Based on the results of the path analysis in Table 3, the structural equation formed can be formulated as follows.

Structural 1:  $M = \beta_2 X + \varepsilon_1 \dots \dots \dots$   
... (1)

$$M = 0,728 X + \varepsilon_1$$

Standard error value

$$e = \sqrt{1 - R^2}$$

$$e_1 = \sqrt{1 - 0,530} = 0,685$$

The equation can be interpreted that  $\beta_2$  which is worth 0.728 shows that the social media marketing variable has a positive effect on brand trust, if social media marketing increases, brand trust will increase by 72 percent.

F sig value: 0.000 or less than 0.05, the structural equation 1 is considered fit/valid, which means that the social media marketing variable has a significant positive effect on the brand trust variable. The total determination value (R Square) which determines the amount

of influence of exogenous variables on endogenous variables of 0.530 means that 53 percent of brand trust is influenced by social media marketing, while the remaining 47 percent is explained by other factors.

The results of hypothesis testing show that social media marketing has a positive and significant effect on brand trust. Based on these results, it can be interpreted that the better the social media marketing managed by Falala Chocolate, the higher the brand trust of consumers. These results support previous research conducted by Zulfikar (2017), Al-Idarah (2017), Amalina (2016), Mikhriani (2017), and Hartono (2020) which show that there is a positive influence of social media marketing variables on brand trust.

**The effect of social media marketing and brand trust on brand loyalty.**

In this study, the effect of social media marketing and brand trust on brand loyalty was calculated through the SPSS for Windows program. The following shows the results of the second structure calculation in Table 4.

**Table 4.** Path Analysis Results on Structure 2

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Cons-tant)	2.187	.660		3.314	.001
	Social media marketing	.164	.056	.223	2.954	.004
	Kepercayaan Merek	.623	.069	.683	9.036	.000

Dependent Variable: Brand loyalty  
R Square: 0.739  
Sig. F: 0.000

Based on the results of the path analysis in Table 4, the structural equation formed can be formulated as follows.

$$\text{Structural 2: } Y = \beta_1 X + \beta_3 M + \varepsilon_2 \dots (2)$$

$$Y = 0,223 X + 0,683 M + \varepsilon_2$$

Standard error value

$$e = \sqrt{1 - R^2}$$

$$e_2 = \sqrt{1 - 0,739} = 0,510$$

The equation can be interpreted that  $\beta_1$  which is worth 0.223 shows that the social media marketing variable has a positive effect on brand loyalty, if social media marketing increases, brand loyalty will increase by 22 percent. The next coefficient, namely  $\beta_3$  which is worth 0.683, shows that the brand trust variable has a positive effect on brand loyalty, if brand trust increases, brand loyalty will in-

crease by 68 percent.

F sig value: 0.000 or less than 0.05, the structural equation 2 is considered fit/valid, which means that the social media marketing variable and brand trust have a significant positive effect on the brand loyalty variable. The total determination value (R Square) which determines the amount of influence of social media marketing variables and brand trust on brand loyalty of 0.739 means that 73.9 percent of brand loyalty is influenced by social media marketing and brand trust, while the remaining 26.1 percent is explained by other factors.

### The influence of social media marketing on brand loyalty.

In this study, the effect of social media marketing on brand loyalty was calculated through the SPSS for Windows program. The following shows the results of the first structure calculation in Table 5.

Table 5. Path Analysis Results Without Mediation Variables

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Cons-tant)	3.972	.850		4.671	.000
	Social media marketing	.529	.051	.721	10.306	.000
Dependent Variable: Brand Loyalty						
R Square: 0.520						
Sig. F: 0.000						

The coefficient  $\beta_1$  which is 0.721 indicates that the social media marketing variable has a positive effect on brand loyalty, if social media marketing increases, brand loyalty will increase by 0.721. The sig F value is 0.000 or less than 0.05, it means that the social media marketing variable has a significant positive effect on brand loyalty. The total determination value (R square) which determines the amount of influence of exogenous variables on endogenous variables of 0.520 means that 52 percent of brand loyalty is influenced by social media marketing, while the remaining 48 percent is explained by other factors.

The results of hypothesis testing show that social media marketing has a positive and significant influence on brand loyalty. Based on these results, it can be interpreted that the better the social media marketing managed by

Falala Chocolate, the higher the brand loyalty obtained from consumers. These results support previous research conducted by Pratama (2016), Suryadinatha (2015), Videra (2021), Erdogmus and Cicek (2012), Bilghin (2018), and Laksamana (2018) which show that there is a positive influence of social media marketing variables on brand loyalty.

### Indirect Effect

The effect of social media marketing (X) on Brand loyalty (Y) with Brand Trust (M) as a mediating variable is:

$$Y = \beta_2 \times \beta_3$$

$$Y = 0.728 \times 0.683$$

$$Y = 0,498$$

The indirect effect of 0.498 shows that brand trust has an indirect effect of 49.8 percent on the relationship between social media

marketing and brand loyalty.

**Total Effect**

The total effect of social media marketing variables (X) on Brand loyalty (Y) with Brand Trust (M) as a mediating variable.

$$Y = \beta_1 + (\beta_2 \times \beta_3)$$

$$Y = 0,223 + 0,498$$

$$Y = 0,721$$

The total effect of 0.721 shows that in total social media marketing is able to influence brand loyalty mediated by brand trust by 72.1 percent.

**Testing the Coefficient of Determination (R2) and Error Variables (e)**

In this study, it will be tested to see each coefficient of determination for Structure 1 and Structure 2 and the value of each error variable in each structure with the aim of preparing the final path diagram model. The following are the results of the calculation of the error variable value in each structure.

$$e = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - 0,530} = 0,685$$

$$e_2 = \sqrt{1 - 0,739} = 0,510$$

In the calculation of the effect of error, the value of the effect of structure error 1 is 0.685 and the effect of structure error 2 is 0.510. After that, it will be continued by calculating the total coefficient of determination as follows:

$$R_m^2 = 1 - (e_1)^2 (e_2)^2$$

$$= 1 - (0,685)^2 (0,510)^2$$

$$= 1 - (0,469)(0,260)$$

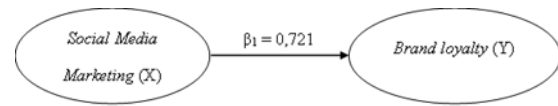


Figure 3. Model Without Involving Mediation Variables

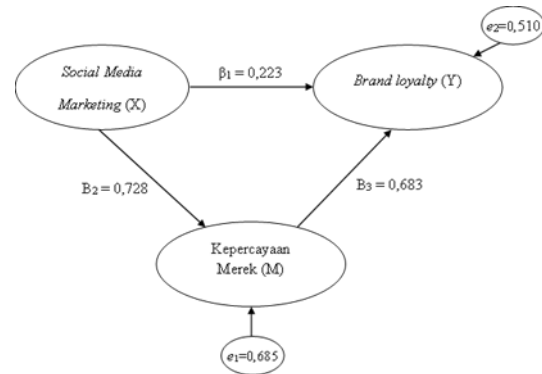


Figure 4. Path Diagram

$$= 1 - 0,121 = 0,879$$

In the above calculation, the total coefficient of determination is 0.879, which means that 87.9 percent of the brand loyalty variable at Falala Chocolate is influenced by social media marketing and brand trust, while the remaining 12.1 percent is influenced by other factors that are not included in this research model or outside the research model.

The following presents the values of the path coefficient path of each variable influenced through Figure 3 and Figure 4.

Based on the path diagram in the figure above, the calculation of direct influence, indirect influence and total influence can be summarized in each structural equation which will be presented in Table 6 below.

Table 6. Direct Effect, Indirect Effect of Social Media Marketing (X), on Brand Trust (M) and Brand loyalty (Y).

Variable Effect	Direct Effect	Indirect Effect	Total Effect
X→M	0,728	-	0,728
X→Y	0,223	0,498	0,721
M→Y	0,683	-	0,683

### Sobel Test Results

Testing the mediation hypothesis can be done with a procedure developed by Sobel (1982) and known as the Sobel test. The Sobel test is an analytical tool used to test the significance of the indirect relationship between the independent variable (X) and the dependent variable (Y) mediated by the mediator / intervening variable (M). This Sobel test is conducted by testing the strength of the indirect effect of social media marketing variables (X) on brand loyalty variables (Y) through brand trust variables (M).

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2}$$

Description:

$$a = 0,587$$

$$S_a = 0,056$$

$$b = 0,623$$

$$S_b = 0,069$$

Calculating the t value of the ab coefficient

$$z = \frac{ab}{sab}$$

$$z = \frac{ab}{sab}$$

$$Z = \frac{(0,587)(0,623)}{\sqrt{(0,623^2 \cdot 0,056^2) + (0,587^2 \cdot 0,069^2)}}$$

$$Z = 6,841$$

Based on the results of the Sobel test, it shows that the z value is 6.841 ( $6.841 > 1.96$ ), which means that  $H_0$  is rejected and  $H_4$  is accepted. These results can be interpreted that the brand trust variable significantly mediates the relationship between social media marketing and brand loyalty.

The results of hypothesis testing show that brand trust is able to significantly mediate the effect of social media marketing on brand loyalty with the nature of mediation, namely partial mediation. Partial mediation is mediation in which the effect of the dependent variable on the independent variable remains significant when the intervening variable or mediating variable is included in the model (Sabbatho et al., 2020).

It is concluded that brand trust is able to mediate the influence of social media marketing in creating brand loyalty in the minds of consumers. The findings in this study are supported by the results of previous research conducted by Amalina (2016) which found that

brand trust is able to significantly mediate the relationship between social media marketing and brand loyalty.

### V. CONCLUSION

From the results explained above, it can be drawn the conclusion that social media marketing has a positive and significant effect on brand loyalty. This means that the better social media marketing is managed by Falala Chocolate, the better brand loyalty is obtained. Social media marketing has a positive and significant effect on brand trust. This means that the better the social media marketing managed by Falala Chocolate, the consumers will have brand trust in the Falala Chocolate brand. Brand trust has a positive and significant effect on brand loyalty. This means that the better consumer trust in the Falala Chocolate brand, the better brand loyalty is obtained. Brand trust mediates the effect of social media marketing on Falala Chocolate brand loyalty positively and significantly with the nature of mediation, namely partial mediation. This means that the brand loyalty obtained by Falala Chocolate arises because of consumer trust in the Falala Chocolate brand and the social media marketing managed by Falala Chocolate is considered good by consumers.

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