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The Influence of Social Media Marketing Activities on Customer Loyalty A Study of the E-commerce Industry

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Abstract

The swift expansion of e-commerce in the digital age has encouraged businesses utilize social media as a primary marketing tool to build customer loyalty. This paper is intended to analyze the influence of social media marketing activities (SMMA) on customer loyalty by using Customer Equity Drivers—comprising value equity, brand equity, and relationship equity—as mediating variables. This investigation utilizes a quantitative technique with an explanatory design. The study gathered data via questionnaires from 65 active e-commerce users in Cirebon City using accidental sampling. Data analysis utilized path analysis in order to examine the relationships occurring directly and indirectly considering the Stimulus–Organism–Response(SOR) models. The outcomes reveal that SMMA contribute positively to Customer Equity Drivers, and all dimensions significantly influence customer loyalty. These findings indicate that Customer Equity Drivers act as mediators in the relationship between social media marketing activities and customer loyalty.

Keywords: Social Media Marketing Activities, Customer Equity Drivers, Customer Loyalty, E-Commerce, S-O-R.

INTRODUCTION

The swift expansion of e-commerce in the digital age has encouraged businesses to utilize social media as a major component in their marketing efforts. Social media functions as an online medium through which individuals can establish connections and engage with one another and share information through digital content (Voorveld et al., 2018; Wijaya & Kusmayadi, 2024). Furthermore, the majority of platform users believe that every enterprise should to engage with social media platforms as an element of modern marketing strategies (Pham & Gammoh, 2015 From this perspective, social media marketing functions as a marketing instrument in addition to an interactive medium capable of creating customer experiences.

The utilization of social media is still increasing in significance in enhancing customer loyalty. Through platforms including Instagram, Facebook, and TikTok, firms can communicate directly with customers and build closer, more interactive relationships (Brodie et al., 2013; Yadav & Rahman, 2017). Social media also supports content customization based on user preferences, thereby increasing customer satisfaction and engagement (Harrigan et al., 2017). Additionally, responsive communication can build trust and create a positive perception of the company (Laroche et al., 2013; Godey et al., 2016). User activity in providing reviews and recommendations through electronic word-of-mouth (e-WOM) is also a key factor in influencing customer decisions (Reza et al., 2014).

To explain this relationship, the investigation employs the SOR theoretical models, which proposes that an individual's internal state is affected by external stimuli before a behavioral reaction occurs (Mehrabian & Russell, 1974; Eroglu et al., 2001). Social media marketing activities (SMMA) act as influencing factors affecting consumers' perceptions and experiences. The customer's internal state is represented through Customer Equity Drivers, comprising brand, value and relationship equity (Lemon et al., 2001; Yadav & Rahman, 2018). Those three dimensions reflect how customers evaluate the value, brand, and relationship formed with the company. Subsequently, these conditions generate a response in the form of customer loyalty, manifested through the desire to make repeat purchases, provide recommendations, and maintain a relationship with the company (Oliver, 1999; Bilgihan, 2016).

Although e-commerce offers convenience and efficiency in transactions, there are still various challenges in building customer loyalty. One issue that arises is the low level of social interaction in online transactions, which causes some consumers to feel less trusting compared to traditional shopping methods (Kotler & Keller, 2008; Widyanita, 2018). Additionally, customer dissatisfaction with the online shopping experience can lead to decreased loyalty and an increased likelihood of switching to other brands (Tjiptono, 2012). Therefore, strategies are needed to enhance the customer experience and build closer connections between the company and customers.

Considering the conversation earlier, the paper intends to explore the effect that SMMA have on customer loyalty through the intermediary effect of Customer Equity Drivers in e-commerce industries. Such a research should reveal some important elements connected to the utilization of media social in the formation of customer loyalty.

RESEARCH METHODS

The investigation utilizes a quantitative approach involving an explanatory approach to analyze relationships among variables and test the formulated hypotheses. According to Sugiyono (2019), quantitative methods are utilized to investigate a specific population or sample through research instruments examined statistically. The approach was decided upon since this intent of this investigation is to clarify the causal link between Social Media Marketing Activities (SMMA) and Customer Loyalty via Customer Equity Drivers (CED) as a mediating variable. The use of this approach is deemed appropriate to test the impact of SMMA on customer loyalty via the factors of Value Equity, Brand Equity, and Relationship Equity.

Population and Sample

The study population comprises individuals who use e-commerce sites in Cirebon, Indonesia including Shopee, Tokopedia, and Lazada, who are simultaneously communicating through the social media sites incorporating Instagram, Facebook, and TikTok.

The sampling applied non-probability sampling through accidental sampling. Sample was selected based on the researcher's ease in finding respondents willing to fill the questionnaire. The minimum sample size was determined utilizing the formula:

$n = \sum variable \cdot 10$

$n = 3 \cdot 10$

$n = 30$

Therefore, 30 respondents is the minimum sample size required for this investigation.

The requirements for participants in this investigation are:

1. People who utilize one of the e-commerce platforms regularly (Shopee, Tokopedia, or Lazada).
2. Has bought a minimum of two things in the previous six months.
3. Have interacted with social media related to e-commerce.
4. At least 17 years of age and able to understand the questionnaire.

Data Types and Sources

Two different kinds of data are utilized in this investigation: primary and secondary data.

Primary Data

Primary data were acquired firsthand from respondents via an online questionnaire distributed utilizing Google Forms. The survey was developed based on the variables studied.

Secondary Data

The secondary data originated from reputable publications, books, scientific papers, and earlier studies connected to the study topic. The primary references used include the studies by Kim and Ko (2012), Yadav and Rahman (2018), and Rust et al. (2004).

Data Collection Techniques

The data gathering method in this investigation utilized a survey with a structured questionnaire. A 5-point Likert scale was applied as the measurement instrument. The scale spans from 1 (Strongly Disagree) to 5 (Strongly Agree).

The survey was made available digitally to facilitate distribution and increase respondent participation.

Operational Variables

The investigation's variables involve:

X: SMMA

Z1: Value Equity

Z2: Brand Equity

Z3: Relationship Equity

Y: Customer Loyalty

SMMA is measured through the dimensions of informativeness, wom, personalization, interactivity, and trendiness. Value Equity is measured through customers' perceptions of value and benefits. Brand Equity is measured through perceptions of brand image and strength. Relationship Equity is measured via customers' emotional connection and closeness to the company. Customer Loyalty is measured through repurchase intent, recommendations, and customers' commitment to the e-commerce platform.

Validity and Reliability Tests

Validity tests took place out to ascertain whether each statement item accurately measured the variables under study. Where the total r value surpassed the tabulated r value, then the item statement was deemed legitimate.

The study employed Cronbach's Alpha to test reliability. If a parameter's score is more than 0.70, it is deemed reliable.

Data Analysis Techniques

The data were analyzed utilizing path analysis with the assistance of SPSS software. This technique was utilized to determine the direct, indirect, also total effects among the research variables.

Model Fit Test

This test took place out to ascertain the compatibility of the model of research with the empirical data. The model is considered good if it meets the following criteria:

a. P-value ≥ 0.05
b. RMSEA ≤ 0.08
c. GFI, AGFI, NFI, TLI, CFI ≥ 0.90

Research Location and Time

This investigation had been carried out in Cirebon, Indonesia, with active users of e-commerce platforms as the research subjects. Data collection took place in 2025.

Research Ethics

The researchers guaranteed the confidentiality of respondents' identities, implemented the informed permission concept, and followed the research ethics guidelines of Swadaya Gunung Jati University.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Description

Characteristics	Category	Frequency	Percentage
Gender	Male	42	64.6%

	Female	23	35.4%
Occupation	Students	52	80.0%
	Employee/Other	13	20.0
Repeat Purchase Experience	Yes	65	100
	Never	0	0%

Source: author processed the data (2026)

Referring to the respondent characteristics in Table 1, the most of them were male, totaling 42 people (64.6%), while female respondents numbered 23 (35.4%). According to profession, the majority of respondents were students, totaling 52 people (80.0%), while the remaining 13 people (20.0%) were employees or engaged in other occupations. Additionally, all respondents had previously made repeat purchases on e-commerce platforms, indicating they possess relevant experience in evaluating SMMA, customer equity drivers also customer loyalty.

Validity Test

Table 2. Validity Test Results

Variable	Item	r value	Table r (Df=65-2=63)	Notes
SMMA (X)	X1.1	0.787	0.244	VALID
	X1.2	0.769	0.244	VALID
	X1.3	0.744	0.244	VALID
	X1.4	0.825	0.244	VALID
	X1.5	0.787	0.244	VALID
	X1.6	0.811	0.244	VALID
	X1.7	0.775	0.244	VALID
	X1.8	0.766	0.244	VALID
	X1.9	0.838	0.244	VALID
	X1.10	0.728	0.244	VALID
	X1.11	0.783	0.244	VALID
	X1.12	0.733	0.244	VALID
	X1.13	0.802	0.244	VALID
	X1.14	0.824	0.244	VALID
	X1.15	0.798	0.244	VALID
Brand Equity (Y)	Y.1	0.674	0.244	VALID
	Y.2	0.682	0.244	VALID
	Y.3	0.658	0.244	VALID
	Y.4	0.667	0.244	VALID
	Y.5	0.635	0.244	VALID
	Y.6	0.636	0.244	VALID
	Y.7	0.724	0.244	VALID
	Y.8	0.698	0.244	VALID
Customer Loyalty (Z)	Z.1	0.873	0.244	VALID
	Z.2	0.822	0.244	VALID
	Z.3	0.852	0.244	VALID

A validity test was applied to verify whether the investigation variables could be precisely measured by every statement. This process involved contrasting the obtained r-value to the r-value on the table at the 0.05 cutoff for significances.

All statements in SMMA (X), Brand Equity (Y), and Customer Loyalty (Z) have computed r score larger than the 0.244 table r values. Thus, all indicators are accepted as valid and appropriate to be utilized as research instruments.

The relatively high correlation values indicate that the construct being tested is appropriately represented by each statement item. This means that the statement items in the questionnaire align with the theoretical ideas applied in the investigation.

With the validity test met, the data obtained from respondents can be used for the next stage of analysis, namely the reliability test and hypothesis testing.

Reliability Test

Table 3. Reliability Test Outcomes

Reliability Test Results				
Variable	**Reliability Results SPSS Coefficient**		**Cronbach's Alpha Value**	**Description**
SMMA (X)	0.955	>	0.70	Reliable
Brand Equity (Y)	0.825	>	0.70	Reliable
Customer Loyalty (Z)	0.807	>	0.70	Reliable

Cronbach's Alpha value for the investigative variables exceeded 0.70. Thus, the variables SMMA (X), Brand Equity (Y), and Customer Loyalty (Z) were deemed reliable.

An elevated Cronbach's Alpha score signifies that the questionnaire items are consistently related to one another. This means that respondents' answers regarding the same variable tend to be stable and mutually supportive in measuring the research construct.

SMMA variable (X) is characterized by the highest reliability coefficient of 0.955, indicating that the indicators within this variable exhibit very strong consistency. Meanwhile, the Brand Equity (Y) and Customer Loyalty (Z) variables also demonstrate good reliability levels, with values of 0.825 and 0.807, respectively.

With the Reliability Test met, the research instrument is deemed consistent and can therefore be applied in subsequent data analysis, including testing the investigation model and hypotheses.

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Path Analysis

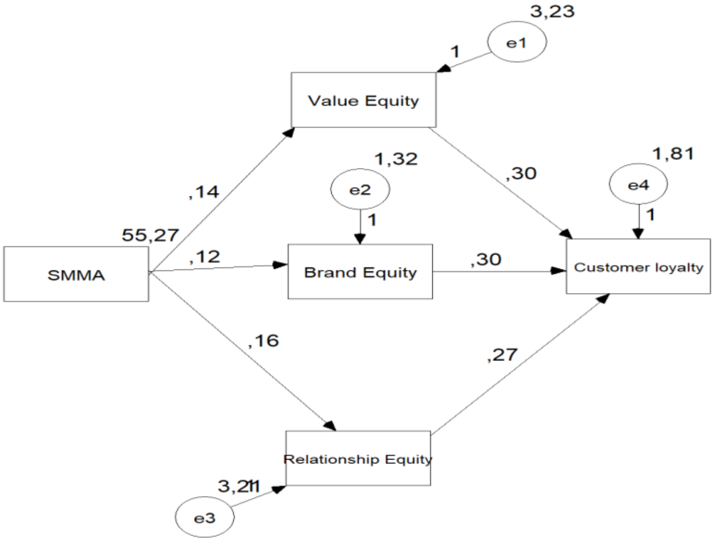

Figure 1. Path Analysis

Path analysis was employed in examining the direct also indirect effects of SMMA on customer loyalty by means of the intervening variable of customer equity drivers (value, brand, and relationship equity).

	Path		**Estimate**	**S.E.**	**C.R.**	**P**	**Description**
Equity Value	<---	SMMA	,139	,030	4,594	***	Highly Significant
Brand Equity	<---	SMMA	,123	,019	6,381	***	Highly Significant
Relationship Equity	<---	SMMA	,163	,030	5,405	***	Highly Significant
Customer Loyalty	<---	Value Equity	,297	,087	3,421	***	Highly Significant
Customer Loyalty	<---	Brand Equity	,302	,126	2,406	,016	Significant
Customer Loyalty	<---	Relationship Equity	,265	,084	3,139	,02	Significant

Table 4. Feasibility Test Outcomes

Index Criteria	Cut-off Value	Model Results	Conclusion
Probability (P)	≥ 0.05	0.492	Marginal Fit
CMIN/DF	≤ 2.00	0.852	Good Fit
RMSEA	≤ 0.08	0.000	Good Fit
GFI	≥ 0.90	0.978	Good Fit

Path			Estimates	S.E.	C.R.	P	Description
Value Equity	←	SMMA	,139	,030	4,594	***	H1
Brand Equity	←	SMMA	,123	,019	6,381	***	H2
Relationship Equity	←	SMMA	,163	,030	5,405	***	H3
Customer Loyalty	←	Value Equity	,297	,087	3,421	***	H4
Customer Loyalty	←	Brand Equity	,302	,126	2,406	,016	H5
Customer Loyalty	←	Relationship Equity	,265	,084	3,139	,002	H6

AGFI	≥ 0.90	0.919	Good Fit
CFI	≥ 0.90	1.000	Good Fit
TLI	≥ 0.90	1.014	Good Fit
NFI	≥ 0.90	0.971	Good Fit

The outcomes of the goodness-of-fit tests indicate that all indices meet the established criteria. The probability value of 0.42 has risen than 0.05, suggesting that the selected model fits well into empirical data.

The RMSEA score is 0.000, which indicates an approximate error margin is rather small; therefore, the model can be defined as excellent. Moreover, values for GFI, AGFI, NFI, TLI, and CFI are above0.90, so we may conclude that the model is very fitting.

The CMIN/DF score of 0.852 additionally demonstrates that the model fits well, as it is below the maximum limit of 2.00. Thus, the research model is accepted as valid and appropriate for additional investigation.

Interpretation of Analysis Results

Condisering the outcomes of the validity test, the well-fitting model indicates that SMMA are associated with Brand Equity and Customer Loyalty in accordance with the theories employed.

Marketing initiatives on social media having an opportunity to enhance customers' perception of value, strengthen brand image, and build strong relationships with customers. These factors ultimately foster customer loyalty toward e-commerce platforms.

Given the results from the path analysis, this implies that the independent variable, SMMA demonstrates a very strong positive effect on all three mediator variable, namely Brand Equity (estimated at 0.123), Relationship Equity (estimated at 0.163), and Value Equity (estimated at 0.139), with a P-value marked with three asterisks (***).

Path coefficient analysis

Considering the test outcomes, H1 is confirmed due to the fact that SMMA has a positive influence on Value Equity. H2 is confirmed because Brand Equity strongly and positively affected by SMMA. H3 is confirmed because SMMA positively affect Relationship Equity. H4 is supported since Value Equity positively influences Customer Loyalty. H5 is confirmed due to the fact that Brand Equity positive relationship on Customer Loyalty. H6 is confirmed because Relationship Equity positively influences Customer Loyalty.

Inter-Variable Decomposition

The relationships between variables were used to identify the level of direct, indirect, and total effects in the investigation models.

Path	Direct Effects	Indirect Effects	Total Effect	Notes
SMMA→ -Value Equity	0.139	0.000	0.139	H1 Accepted
SMMA→ s Brand Equity	0.123	0.000	0.123	H2 Accepted
SMMA→ - Relationship Equity	0.163	0.000	0.163	H3 Accepted
Value of the Relationship-→ s Customer Loyalty	0.297	0.000	0.297	H4 Accepted
Brand equity→ Customer loyalty	0.302	0.000	0.302	H5 Accepted
Relationship Equity→ Customer Loyalty	0.265	0.000	0.265	H6 Accepted

The influence of SMMA toward Customer Loyalty occurs indirectly by way of Customer Equity Drivers. This indicates that customer loyalty is formed through increases in Value Equity, Brand Equity, and Relationship Equity. Thus, the total effect of SMMA on customer loyalty is obtained through the role of mediating variables.

CONCLUSION

This research proves that SMMA serves a crucial role in enhancing customer loyalty in the field of e-commerce. The social media marketing actions have the power to affect the factors determining customer equity, including value equity, brand equity also relationship equity. These three dimensions support the formation of positive customer value perceptions, brand, and relationships with the company, thereby fostering customer loyalty. Therefore, customer equity factors are proved to be mediating factors for the association between SMMA and customer loyalty. The outcomes of this investigatioon reveal that social media marketing strategies that are interactive, informative, and capable of building relationships with customers can sustainably enhance customer loyalty on e-commerce platforms.

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