The role of social media marketing and brand equity on e-WOM: Evidence from Indonesia

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CHRONICLE	ABSTRACT
	This study investigated the impact of social media marketing on Garuda Indonesia's airline customers' brand equity (awareness, image, and loyalty) and online word-of-mouth during the epidemic (E-WOM). In part of the study, 100 frequent Instagram users and passengers on Garuda Indonesia aircraft were questioned or given questionnaires. The data was processed and analyzed by SEM-PLS and the SmartPLS 3.0 software. The findings of the study indicate that social media marketing increases brand recognition, brand image, and brand loyalty. Brand loyalty or reputation has one significant impact on e-WOM as well. While brand recognition has nothing to do with E-WOM. Furthermore, the results of this research definitely point to the importance of the impact on E-WOM while brand recognition has no impact on E-WOM. The study's conclusions also highlight the importance of mediating variables including brand awareness, brand image, and brand loyalty. This study can prove that almost all moderating effect variables are involved in mediating social media marketing on Garuda Indonesia's e-WOM airline, except the brand awareness variable, which has no indirect effect or has no impact on the relationship between social media marketing and E-WOM. The results of this study should be relevant to a social media strategy, particularly for Garuda Indonesia Airlines.

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1. Introduction

Along with current technological developments, social media users in Indonesia have increased from year to year. This can be seen from the increase of 12 million users from April 2019 to January 2020 so that active users of social media in 2020 will reach 160 million users or equal to 59% of the total population in Indonesia (Redjeki & Affandi, 2021). According to data from We Are Social in 2020, the percentage of users accessing YouTube is 88%, WhatsApp is 84%, Facebook is 82%, and Instagram is 79%. Marketing strategies through social media have become something that is often done by many companies because social media influences 90% of all purchasing activities. Companies make social media a part of their marketing strategy and consider it a cheaper platform where marketers can carry out integrated marketing activities with minimum effort (Kim & Ko, 2010). Indonesia Air Carriers have also participated in this marketing strategy trend, where Garuda Indonesia's Instagram followers have reached more than 1.1 million followers. The content uploaded by the Garuda Indonesia airline Instagram is also very interesting. One of the contents that really caught the public's attention was in the *#AyoPakaiMasker* campaign when an Airbus A330-900neo aircraft used a mask to raise public awareness of the importance of wearing a mask. The potential for aircraft movements tends to increase from year to year so passengers using airline social media are expected to continue to increase thus the proportion and importance of social media in marketing activities in the airline industry is to be significantly increased (Samosir et al., 2020; Seo & Park, 2018). During the pandemic, the Garuda Indonesia airline experienced a very drastic decrease in the number of passengers. Even in May, the Garuda Indonesia airline experienced a drastic

decrease in the number of passengers, namely it only carried 34,872 passengers. This decline was due to travel restrictions in various countries, large-scale social restriction policies in various regions of Indonesia, and people's reluctance to travel because they are afraid. Declining public confidence in traveling by airplane has become one of the problems for Garuda Indonesia during this pandemic. A large number of social media users in Indonesia have been used by the Garuda Indonesia airline as a promotional tool to build a sense of trust for customers to travel by airplane during this pandemic.

Social media marketing is used to build brand equity by a company (Mansur et al., 2021; Nam et al., 2011) and create long-term relationships with customers (Sano, 2015), and facilitate word-of-mouth communication (Chen et al., 2011). In addition, marketing activities on social media are believed to be able to directly increase brand equity, including brand awareness, brand image, and brand loyalty (Bilgin, 2018). In marketing using social media, companies can build recognition of the existence of a brand in the market (brand awareness) and can also form a brand image produced by a product (brand image) (Mansur et al., 2021). With a positive brand image, it makes a good impact on society thereby increasing brand equity (Nam et al., 2011). Social media is the right tool for marketing in terms of building brand equity and e-WOM and building consumer loyalty (Aji et al., 2020). Several studies have examined how social media marketing influences brand equity and e-wom. Social Media Marketing has a positive influence on brand equity such as brand awareness and brand image, and brand image has a positive influence on e-wom while brand awareness does not have a positive effect on e- wom from aviation industry customers (Seo & Park, 2018). Social Media Marketing has a positive influence on brand awareness and brand image, and brand image has a positive influence on e-wom and brand awareness has a positive influence on airline social media e-wom in Thailand (Jatiyananda et al., 2021). Social Media Marketing has a positive influence on Brand Equity, and Brand Equity has a positive influence on e-wom in the fast-food beverage industry in Indonesia (Kesumahati & Raymond, 2021).

2. Literature Review

To establish and keep profitable exchanges with target markets in order to accomplish company goals. Marketing management is the activity of evaluating, planning, organizing, and managing activities that include concept generation, pricing, promotion, and distribution of goods, services, and ideas (Lindgreen et al., 2006). In addition, marketing management is a process of analyzing, planning, and organizing actions that benefit the organization, and it can also be seen as the science of choosing market share in order to produce higher customer value (Pahala et al., 2021). The process of marketing management entails the analysis, planning, implementation, and administration of actions that have been designed with the desired exchanges for intended consumers in order to obtain both individual and shared benefits (David Gefen, 2002). Marketing management, the other hand, is the activity of analyzing, planning, coordinating, and controlling all activities related to product design and launch, communicating, promoting, and distributing these products, setting prices, and transacting them, with the long-term goals of satisfying consumers and achieving corporate organizational goals (Kotler, 2001). By promising a higher value of the product, setting competitive prices, making products readily available, effectively promoting the brand, and maintaining current customers while adhering to the idea of customer satisfaction, marketing aims to draw in new customers. Effectiveness is a metric that indicates if a goal has been attained in line with the plan (Samosir et al., 2020).

2.1 Social Media Marketing

Any kind of advertising that is using the social web's tools, such as blogging, microblogging, social networking, social bookmarking, and content sharing, to increase awareness, recognition, recall, and action toward a brand, company, product, person, or other thing is referred to as social media marketing (Whiting & Deshpande, 2016). Social media marketing enables businesses to better understand client needs and establish more productive and effective partnerships (Setiawati et al., 2022). Consumers frequently start social media marketing conversations in order to move and communicate about promotional information or to learn from one another's usage experiences, both of which can be advantageous for all parties (Rathore et al., 2016). According to Weinberg (2009), social media marketing is a strategy that promotes people to advertise their websites, goods, or services through online social networks and to connect with a far broader population than they would be able to do through traditional national advertising. According to Kelly et al. (2010), social media gives marketers a significant opportunity to connect with clients within their social networks and forge more intimate bonds with them. Businesses use social media as a component of their marketing strategy because it is less expensive than other platforms and allows for the easy execution of integrated marketing campaigns (Kim & Ko, 2010). A business uses social media marketing to strengthen its brand equity and encourage word-of-mouth advertising (Nam et al., 2011). Companies that use social media for marketing can generate elements of brand equity, such as increasing consumer awareness of a brand's existence and reshaping the brand's image of its products (Keller, 2009). A business uses social media marketing to develop its brand equity. It has a good reputation and positively impacts society, which boosts brand equity (Nam et al., 2011).

2.2 Brand Equity

Brand equity is an asset and a liability related to the brand, name, and symbol that affects how much a firm or its customers think its goods or services are worth (Cheng-Hsui Chen, 2001). Additionally, brand equity is a strategic asset for businesses since it is a quality that comprises symbols and meanings that support businesses in lowering promotion costs and attracting new customers based on the impressions left on consumers. Customers can benefit from brand equity by improving how they interpret or process information, feel confident making purchases, and make better decisions (Ricardianto et al., 2022). Brand equity is the value that products and services add to a brand. Consumer behavior in regard to the brand, price, market share, and advantages the brand brings to the business can all be used to measure brand equity (Kotler & Keller, 2009).

Brand equity is a collection of brand assets and liabilities associated with a brand, its name, and its symbol, which improve or decrease the value supplied by a good or service to a business or client (Kayaman & Arasli, 2007). A company's brand equity is crucial because it can benefit customers by enhancing information, consumer confidence in purchases, and consumer decision-making (Indrasari et al., 2022).

2.3 Brand Awareness

The capacity of consumers of manufactured goods or services to remember that a brand is a representative of a specific product category and the end product of a specific brand (Sweeney & Soutar, 2001). Brand awareness, on the other hand, is the capacity of potential customers to recognize or recall that a brand is part of a specific brand category (Hakala et al., 2012). Brand awareness is the recognition of a brand that gives the impression that a product already hahas distinctive quality (Christodoulides & de Chernatony, 2010). Brand awareness is concerned with elements of brand awareness, such as how quickly a brand may be recalled and identified in different contexts (Kellet, 1993). Brand awareness educates the service or product group with which the product is in competition. The extent to which consumers comprehend that the brand is created to fulfill their demands is a key factor in the company's success in increasing brand recognition.

2.4 Brand Image

Brand image is the mental representation of a company's product that consumers have of that product (Christodoulides & de Chernatony, 2010). In addition to being a perception of a brand, brand image is also represented in brand associations that are ingrained in consumer memory (Kotler & Keller, 2009). Brand image is what people believe about a brand when they hear or see its name or, more specifically, what they have learned about the brand (Wheeler, 2017). Brand image is a summary of customer associations with and beliefs towards a specific brand. The product's brand image is crucial because it can influence how consumers perceive information, offer value in novel ways, and more. Brand image is the mental representation of a company's product that consumers have of that product (Christodoulides & de Chernatony, 2010). Brand image is another way that consumers perceive a brand to distinguish it from that of a competitor (Kotler & Keller, 2009).

2.5 Brand Loyalty

One of the company's efforts to encourage consumer loyalty to the brand is brand loyalty (Godey et al., 2016). Brand loyalty is a fervent desire to purchase a brand again in the future if it is not recognized in a certain circumstance (Chaudhuri & Holbrook, 2001). Additionally, brand loyalty is a measurement of how firmly consumers are "connected" to a specific brand (Ricardianto et al., 2023). Brand loyalty refers to a consumer's determination to consistently repurchase a particular brand in the future, despite circumstances and marketing initiatives from other brands that would lead them to switch brands (Arnould et al., 2000). Brand loyalty is an intense desire to subscribe to or purchase a future consistency of a brand (Foroudi et al., 2018).

2.6 E-WOM

Electronic word-of-mouth is a comment made about a product or service by a real, potential, or prior customer when such information is made available to other people or organizations through the media (Hennig-Thurau et al. (2004). E-WOM is defined as a channel of communication that allows customers who have never met before to exchange information on a good or service they have used (Gruen et al., 2006). E-WOM, on the other hand as any internet-based communication about the attributes or use of something (product, service, or company) (Litvin et al., 2008). E-WOM is acknowledged as a powerful instrument for increasing brand loyalty, generating buzz in the marketplace, and raising consumer awareness (Arif, 2019). E-WOM is described as statements made online by potential, current, or past customers about a product or business, either positively or negatively (Hennig-Thurau et al., 2004). Jansen et al. (2009) found that E-WOM is generally similar to word of mouth in that it allows for the anonymous and confidential exchange of information across any geographic distance. Therefore, to boost their brand awareness and reputation among consumers, business people increasingly see E-WOM as a crucial component of every business activity they engage in (Akbar & Sunarti, 2018). Currently, buyers will trust the brand image of a product or service being sold through e-WOM, it is crucial to employ this method (Samosir et al., 2020).

2.7 Hypothesis

H₁: *Social Media Marketing has a positive influence on Brand Awareness.*
H₂: *Social Media Marketing has a positive influence on Brand Image.*
H₃: *Social Media Marketing has a positive influence on Brand Loyalty.*
H₄: *Brand Awareness has a positive influence on E-WOM.*
H₅: *Brand Image has a positive influence on E-WOM.*
H₆: *Brand Loyalty has a positive influence on E-WOM.*
H₇: *Through Brand Awareness as a mediating factor, social media marketing indirectly affects e-women.*
H₈: *Social Media Marketing has an indirect effect on E-WOM through Brand Image as a mediating variable.*
H₉: Through Brand Awareness as a mediating factor, social media marketing indirectly affects e-WOM.

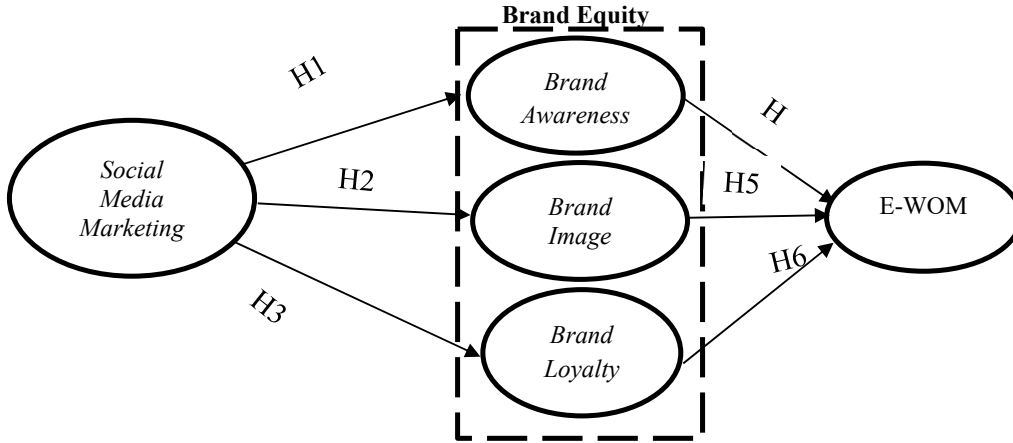The conceptual framework in this study is as follows:

Fig. 1. Research Thinking Framework

3. Research Method

Data analysis techniques are the process of searching for data, systematically compiling data obtained from interviews, field notes, and documentation by organizing data into categories, describing them into units, synthesizing, compiling into patterns choosing which ones are important and which will be studied and draw conclusions so that they are easily understood by themselves and others. The data analysis technique used in this study is Structural Equation Modeling (SEM) analysis based on the Partial Least Square (PLS) variant. SEM analysis in general can be divided into Variance Based SEM (VB SEM) and Covariate Based SEM (CBSEM). There are several simple comparison criteria between the use of VBSEM (PLS-SEM) and CBSEM (AMOS and LISREL) (Lee et al., 2016).
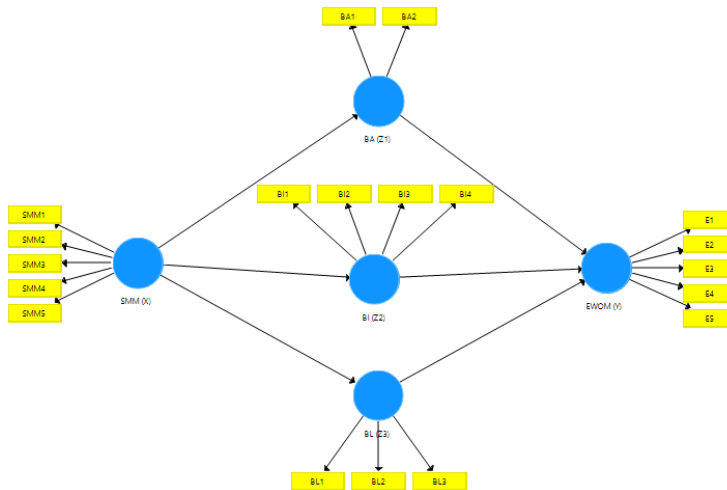

Fig. 2. Path Diagram of the Influence of Social Media Marketing on Brands
Garuda Indonesia Airline Equity and EWOM

Description:

SMM	= *Social Media Marketing*	SMM4	= Customization	BL2	= Behavior (2)
BA	= *Brand Awareness*	SSM5	= Word-of-Mouth	BL3	= Commitment
BI	= Brand Image	BA1	= Recall	E1	= Intensity
BL	= Brand Loyalty	BA2	= Recognition	E2	= Content
EWOM	= Electronic Word of Mouth	BI1	= Brand Strength	E3	= Positive Valence WOM
SMM1	= Entertainment	BI2	= Brand Favorable	E4	= Positive Valence WOM (2)
SMM2	= Interaction	BI3	= Brand Uniqueness	E5	= Negative Valence WOM
SMM3	= Trendiness	BI4	= Brand Uniqueness (2)		
		BL1	= Behavior		

Structural equations can be built with several references, namely the regression coefficient between exogenous latent variables and endogenous latent variables is given the symbol gamma (γ), the regression coefficient between endogenous latent variables and other endogenous latent variables is given the symbol b or beta (β) and all endogenous latent variables must be given

an error or regression residual value with the zeta symbol (ζ). While the guidelines for building structural equations are as follows:

Endogenous Variable = Exogenous Variable + Endogenous Variable + Error
Based on the explanation above, the structural equation model in this study is:

1. Brand Awareness=γ1.1 Social Media Marketing+ζ1
2. Brand Image = γ1.2 Social Media Marketing + ζ2
3. Brand Loyalty = γ1.3 Social Media Marketing + ζ3
4. E-WOM = β2.1 Brand Awareness + β3.1 Brand Image + β4.1 Brand Loyalty + ζ4

Measurement modeler outer model.

In this specification, the researcher determines which variables measure which constructs, as well as determines a series of matrices showing the hypothesized correlations. The equation measurement model in this study is as follows:

Exogenous Equation Measurement Model Exogenous Concept

X1 = λ1 Social Media Marketing + E1
X2 = λ2 Social Media Marketing + E2
X3 = λ3 Social Media Marketing + E3
X4 = λ4 Social Media Marketing + E4
X5 = λ5 Social Media Marketing + E5

Meanwhile, the measurement model for the endogenous latent variable equation is as follows:

Endogenous Equation Measurement Model Endogenous Concept

Y6 = λ6 *Brand Awareness* + E6　　Y13= λ13 *Brand Loyalty* + E13
Y7 = λ7 *Brand Awareness* + E7　　Y14= λ14 *Brand Loyalty* + E14
Y8 = λ8 *Brand Image* + E8　　　　Y15= λ15 EWOM + E15
Y9= λ9 *Brand Image* + E9　　　　Y16= λ61 EWOM + E16
Y10= λ10 *Brand Image* + E10　　　Y17= λ17 EWOM + E17
Y11= λ11 *Brand Image* + E11　　　Y18= λ18 EWOM + E18
Y12= λ12 *Brand Loyalty* + E12　　 Y19= λ19 EWOM + E19

4. Results and Discussion

4.1 Statistical Data Description

4.1.1 Social Media Marketing

The social media marketing variable (X) consists of five statement items used by the author in the study. The distribution of answers to social media marketing variables can be seen in the following table:

Table 1
Distribution of Answers to Social Media Marketing Variable Indicators

No.	Statement	Score					Average	Effect
		SD	D	N	A	SA		
1	Exciting pictures are posted on the Garuda Indonesia airline's Instagram.	0 0%	1 1%	12 12%	49 49%	38 38%	4.24	Strong High
2	It is straightforward to mention my posts or leave comments on Garuda Indonesia's social media.	1 1%	5 5%	19 19%	48 48%	27 27%	3.95	High
3	The information shared on Garuda Indonesia's social media is always up-to-date, especially regarding regulations for flying during this pandemic	0 0%	0 0%	11 11%	45 45%	44 44%	4.33	Strong High
4	I can find the information I need on Garuda Indonesia's social media, especially when it comes to flying's health protocols.	0 0%	1 1%	5 5%	45 45%	49 49%	4.43	Strong High
5	I want to share information about services from Garuda Indonesia's social media with my friends.	3 3%	6 6%	27 27%	36 36%	28 28%	3.81	High

Based on the findings of testing the indicators for the social media marketing variable above, it was discovered that responses agreeing with an average of 45% or 45 respondents who chose Agree dominated the five indicators. According to test results on social media marketing variables, respondents view the entertainment, interaction, trends, personalization, and word-of-mouth offered by the Garuda Indonesia airline through the airline's Instagram account in line with their expectations.

4.1.2 Brand Awareness

Two statement items make up the brand awareness variable (Z1) that the author employed in his research. The following table shows the distribution of responses to the brand awareness question:

Table 2
Distribution of Answers to Brand Awareness Variable Indicators

No.	Statement	Score SD	D	N	A	SA	Average	Effect
1	I can recall the Garuda Indonesia airline's logo rapidly.	1	1	4	18	76	4,67	Strong High
		1%	1%	4%	18%	76%	4,67	Strong High
2	When I see the airline's emblem or insignia, I can always tell it is Garuda Indonesia.	0	1	3	15	81	4,76	Strong High
		0%	1%	3%	15%	81%	4,76	Strong High

The two indicators were found to be dominated by respondents' responses to Strongly Agree, with an average of 79% or 79 respondents choosing this response, according to the findings of testing the indicators on the brand awareness variable above. According to the findings of indicator testing on the brand awareness variable, respondents have a strong memory for and ability to identify Garuda Indonesia.

4.1.3 Brand Image

The author's study's brand image variable (Z2) consists of four statement items. Table 4 displays the distribution of the brand image variable responses.

Table 3
Distribution of Responses to Brand Image Variable Indicators

No.	Statement	Score SD	D	N	A	SA	Average	Effect
1	The top airline in Indonesia is Garuda Indonesia.	0	2	11	24	63	4.48	Strong High
		0%	2%	11%	24%	63%		
2	Because the service is consistently superb, my experience with this airline will always stand out.	0	3	10	33	54	4.38	Strong High
		0%	3%	10%	33%	54%		
3	In the campaign "#AyoPakaiMasker" On Garuda aircraft, the settings during this epidemic are highly ideal.	0	0	7	27	66	4.59	Strong High
		0%	0%	7%	27%	66%		
4	At Garuda Indonesia, the idea of "Indonesian hospitality" is quite distinctive.	0	2	7	37	54	4.43	Strong High
		0%	2%	7%	37%	54%		

The four indicators were found to be dominated by respondents' responses of Strongly Agree, with an average of 60% or 60 respondents choosing this response. This conclusion was reached after testing the indicators on the brand image variable mentioned above. The airline Garuda Indonesia has a very strong reputation among respondents in terms of brand strength, brand, and brand originality, according to the results of indicator testing on the brand image variable. This demonstrates the need for an airline to enhance and preserve its reputation.

4.1.4 Brand Loyalty

The author's study's brand loyalty variable (Z3) consists of three statement items. Table 4 displays the distribution of the responses to the brand loyalty variable. The three indicators were found to be dominated by Neutral respondents' responses, with an average of 38% or 38 respondents who selected Neutral, according to the findings of testing the indicators on the brand loyalty variable above. According to the results of the indicator testing on the brand loyalty variable, respondents either have doubts about or are unconcerned about the actions and allegiance of Garuda Indonesia airline customers.

4.1.5 Electronic Word of Mouth

\The researcher's choice of five statement items makes up the variable electronic word of mouth (Y). Table 5 displays the distribution of responses to the E-WOM variable.

Table 4
The distribution of responses to indicators for electronic word-of-mouth variables

No.	Statement	Score					Average	Effect
		SD	D	N	A	SA		
1	Compared to other airlines, Garuda Indonesia is the one I mention the most.	3 3%	10 10%	32 32%	34 34%	21 21%	3.6	High
2	After viewing Garuda's Instagram during the pandemic, I felt at ease employing their services.	1 1%	1 1%	19 19%	42 42%	37 37%	4.13	High
3	If my friends wish to fly, I advise them to choose Garuda Indonesia rather than other airlines.	1 1%	1 1%	23 23%	44 44%	31 31%	4.03	High
4	I take pride in mentioning to others that I have flown with Garuda.	2 2%	5 5%	13 13%	38 38%	42 42%	4.13	High
5	I frequently criticize Garuda to other people.	49 49%	25 25%	10 10%	12 12%	4 4%	1.97	Low

Based on the results of evaluating the four indicators against the aforementioned E-WOM variable, it was discovered that the average Agree response rate—34%, or 34 respondents—dominated the other three indicators. According to the results of the indicator testing on the E-WOM variable, the respondents' word-of-mouth marketing for the Garuda Indonesia airline was generally positive.

4.2 Statistical Test Results

4.2.1 Normality Test

The purpose of the data normality test is to evaluate the degree of normality of the study's data. The skewness value of the input data is used to conduct this test. If the data's skewness value is below 2.58, it can be claimed that the data is regularly distributed.

Table 5
Normality Test

Variable	Mean	Median	Min	Max	Standard Deviation	Kurtosis	Skewness
SMM1	4.24	4.00	2.00	5.00	0.695	-0.092	-0.549
SMM2	3.95	4.00	1.00	5.00	0.865	0.603	-0.751
SMM3	4.33	4.00	3.00	5.00	0.664	-0.724	-0.4994
SMM4	4.42	4.00	2.00	5.00	0.635	0.883	-0.882
SMM5	3.80	4.00	1.00	5.00	1.01	0.107	-0.65
BA1	4.67	5.00	1.00	5.00	0.694	9.08	-2.732
BA2	4.76	5.00	2.00	5.00	0.55	7.499	-2.616
BI1	4.48	5.00	2.00	5.00	0.768	0.971	-1.345
BI2	4.38	5.00	2.00	5.00	0.785	0.826	-1.17
BI3	4.59	5.00	3.00	5.00	0.618	0.504	-1.253
BI4	4.43	5.00	2.00	5.00	0.711	1.276	-1.191
BL1	3.75	4.00	1.00	5.00	1.033	-0.461	-0.473
BL2	2.91	3.00	1.00	5.00	1.069	-0.36	0.032
BL3	2.96	3.00	1.00	5.00	1.086	-0.294	0.033
E1	3.6	4.00	1.00	5.00	1.02	-0.289	-0.391
E2	4.13	4.00	1.00	5.00	0.82	0.825	-0.799
E3	4.03	4.00	1.00	5.00	0.818	0.539	-0.613
E4	4.13	4.00	1.00	5.00	0.956	1.198	-1.173
E5	1.97	2.00	1.00	5.00	1.195	-0.026	1.057

Because the skewness values are below the range of 2.58, it can be shown from the results of the normality test in Table 5 that all variables are normally distributed. As a result, it may be said that the research data met the criteria for data normalcy.

4.2.2 Test Model Measurement (Outer Model)

The SmartPLS 3.0 application and the Partial Least Square (PLS) analysis technique was employed in this study's hypothesis testing. The author's suggested schematic Model is *given in Fig. 3.* A measuring model known as the "Outer Model" describes the connection between latent variables and their indicators or manifestations. Validity and reliability tests can be used to gauge the outer Model. To confirm that the reflection model constructed matched the requirements as a valid and reliable measurement model, reliability and Validity tests on the measurement model were conducted (Alhempi et al., 2020).
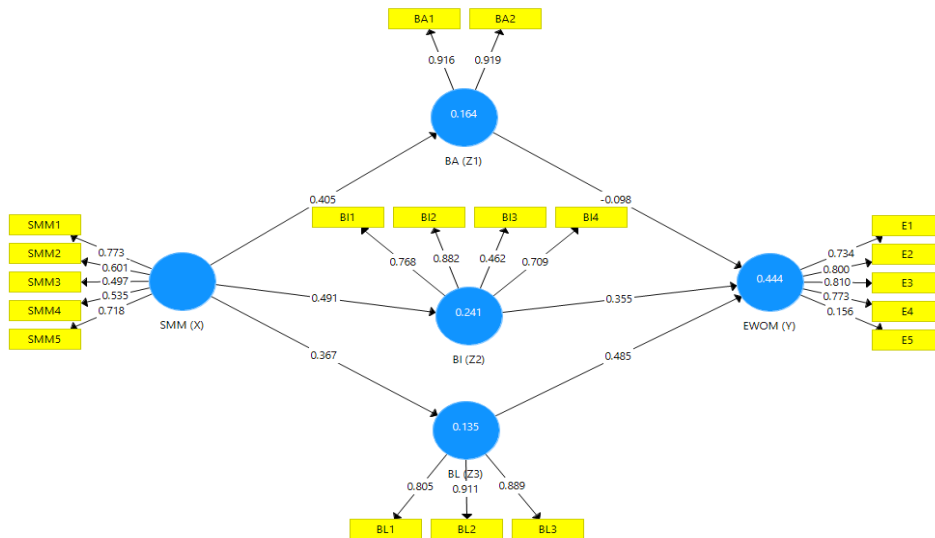
Fig. 3. Measurement test

4.2.3. Validity Test

Convergent Validity

The outer loading value or loading factor is employed to evaluate the convergent Validity. If the loading factor value is more than 0, an indication is deemed to meet convergent Validity in the good category. Each indicator in this research variable's outer loading or loading factor value is as follows:

Table 6

Outer Loading

Variable	Code	Loading	Evaluation
	SMM1	0.773	Valid
	SMM2	0.601	In-Valid
SocialMedia Marketing (X)	SMM3	0.497	In-Valid
	SMM4	0.535	In-Valid
	SMM5	0.718	Valid
Brand Awarenss (Z1)	BA1	0.916	Valid
	BA2	0.919	Valid
	BI1	0.768	Valid
Brand Image (Z2)	BI2	0.882	Valid
	BI3	0.462	In-Valid
	BI4	0.709	Valid
	BL1	0.805	Valid
Brand Loyalty (Z3)	BL2	0.911	Valid
	BL3	0.889	Valid
	E1	0.734	Valid
	E2	0.800	Valid
E-WOM (Y)	E3	0.810	Valid
	E4	0.773	Valid
	E5	0.156	In-Valid

Based on Table 6, it is known that a large number of the research variable indicators have outer loading values that are each > 0.7, indicating that they have satisfied the conditions for convergent Validity or that they can be considered valid. However, a number of the indicators are deemed inappropriate or invalid for use in this study because they have an outside loading value of 0.7. A fresh path diagram is produced in Fig. 4 after some signs from false variables have been removed.

Table 7

Average Variance Extracted (AVE)

Construct	Value	Evaluation
SMM (X)	1,000	Valid
BA (Z1)	0,840	Valid
BI (Z2)	0,660	Valid
BL (Z3)	0,755	Valid
EWOM (Y)	0,612	Valid

Additionally, the average variance inflation factor value can be used to verify convergent Validity (AVE). If an indicator's average variance inflation factor (AVE) value is larger than 0.5, it is said to meet the convergent validity criteria in the good category. Each of the research variables' average variance inflation factor (AVE) values is given in Table 7.
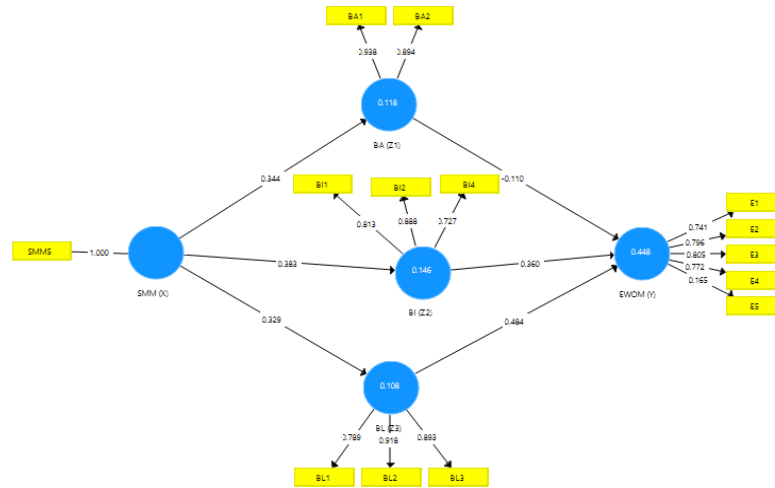

Fig. 4. Diagram of the Output Path Following the Removal of Indicators from Variables

Based on Table 7, it is known that all variables have an AVE value > 0.5, indicating that they have satisfied the criteria for convergent Validity or that they can be recognized as valid. As a result, the variables have been accepted for use in this study and are therefore declared feasible or valid.

4.2.4 Discriminant Validity

The Fornell Lacker Criterion (HTMT) and Cross Loading values can be used to evaluate discriminant Validity. Each construct's Fornell Lacker Criterion (HTMT) value needs to be higher than the correlation between the constructs. Fornell Lacker Criterion (HTMT) values for each of the research variables are as follows:

Table 8
Fornell Lacker Criterion (HTMT)

	BA (Z1)	BI (Z2)	BL(Z3)	EWOM (Y)	SMM (X)
BA (Z1)	0.917				
BI (Z2)	0.343	0.812			
BL(Z3)	0.166	0.335	0.869		
EWOM (Y)	0.116	0.504	0.571	0.782	
SMM (X)	0.343	0.383	0.328	0.409	1.000

Table 9
Cross Loading

Indicator	SMM(X)	BA (Z1)	BI (Z2)	BL (Z3)	EWOM (Y)
SMM5	1.000	0.343	0.383	0.328	0.409
BA1	0.363	0.937	0.337	0.187	0.073
BA2	0.256	0.896	0.288	0.109	0.148
BI1	0.279	0.346	0.813	0.341	0.348
BI2	0.374	0.219	0.887	0.311	0.531
BI4	0.259	0.314	0.728	0.145	0.299
BL1	0.105	0.244	0.367	0.79	0.472
BL2	0.335	0.114	0.242	0.918	0.539
BL3	0.376	0.103	0.291	0.893	0.477
E1	0.330	0.088	0.365	0.539	0.730
E2	0.430	0.175	0.449	0.449	0.805
E3	0.274	0.029	0.345	0.427	0.811
E4	0.224	0.059	0.413	0.346	0.781

According to Table 8, all constructs in the estimated Model have satisfied the requirements of discriminant Validity or are valid for use in this study because the Fornell Lacker Criterion (HTMT) value for each construct is greater than the correlation between constructs. Cross-loading is another method that can be used to verify discriminant Validity. When compared to

indicators for other latent variables, it is anticipated that each block of an existing indicator will have a higher cross-loading value for each hidden variable evaluated. The cross-loading value for each indication in this study variable is given in Table 9. According to Table 9, the estimated Model satisfies the requirements for discriminant Validity and is practical or appropriate for application in this study because the cross-loading value for each measured latent variable is bigger than the indicators for other latent variables.

4.2.5 Reliability Test

A technique for evaluating the usefulness of the dependability of indicators on a variable is called composite reliability. If a latent variable's composite reliability value is higher than 0.7, it is considered to have strong reliability. The combined dependability score for this research variable is given in Table 10.

Table 10
Composite Reliability

Indicator	Value	Result
SMM (X)	1.000	Reliable
BA (Z1)	0.913	Reliable
BI (Z2)	0.852	Reliable
BL (Z3)	0.902	Reliable
EWOM (Y)	0.863	Reliable

Table 10 shows that all variables in this study have high reliability because the composite reliability value for each latent variable assessed is larger than 0.7. Cronbach's alpha value can also be used to test Cronbach's Alpha Reliability test. If a latent variable's Cronbach's alpha value is more than 0.7, it is considered to have good reliability. The Cronbach's alpha for this research variable is given in Table 11:

Table 11
Cronbach's Alpha

Construct	Value	Result
SMM (X)	1.000	Reliable
BA (Z1)	0.812	Reliable
BI (Z2)	0.746	Reliable
BL (Z3)	0.837	Reliable
EWOM (Y)	0.788	Reliable

Table 11 shows that all variables in this study have excellent reliability because Cronbach's alpha value for each latent variable measured is greater than 0.7.

Inner Model (Structural Model)

A component of the SEM model that defines the link between latent variables or between exogenous variables and latent variables is the inner Model (structural Model). Several tests, including R-square, path coefficient, T-statistic (Bootstrapping), predictive relevance, and Model fit, can be used to evaluate the inner Model.

4.2.6. R-Square

The level of variance in the independent variable changes to the dependent variable and is measured by the R-Square value (Majid et al., 2022). A robust model, a moderate model, and a weak model are indicated by R-Square values of 0.67, 0.33, and 0.19, respectively. The R-square for this research variable is given in Table 12.

Table 12
R-Square

Construct	R-Square
BA (Z1)	0.118
BI (Z2)	0.146
BL (Z3)	0.108
Y (E-WOM)	0.443

Based on Table 12, it is known that the Brand Awareness (Z1) construct has a value of 0.118, or 11.8%, which indicates that social media marketing can account for 11.8% of the variability or diversity of brand awareness constructs. The R-Square value is therefore considered to be weak. The brand image construct (Z2) has a value of 0.146, or 14.6%, which indicates that social media marketing may account for 14.6% of the variability or diversity of the brand image construct, putting the R-Square value in the weak group. Finally, the Brand Loyalty (Z3) construct has a score of 0.108, or 10.8%, indicating that there is some variation or diversity in brand loyalty constructions explained by the 10.8% social media marketing. The R-Square

value is therefore considered to be weak. Additionally, the E-WOM (Y) construct has a value of 0.443, or 44.3%, which indicates that brand awareness, brand image, and brand loyalty may account for 44% of the variability or variety of the E-WOM construct, while other latent variables can account for 56% of it, outside the scope of this study. The R-Square value is therefore considered to be in the median range. The R-square variance of the dependent constructs and their route coefficients are displayed in Fig. 5.
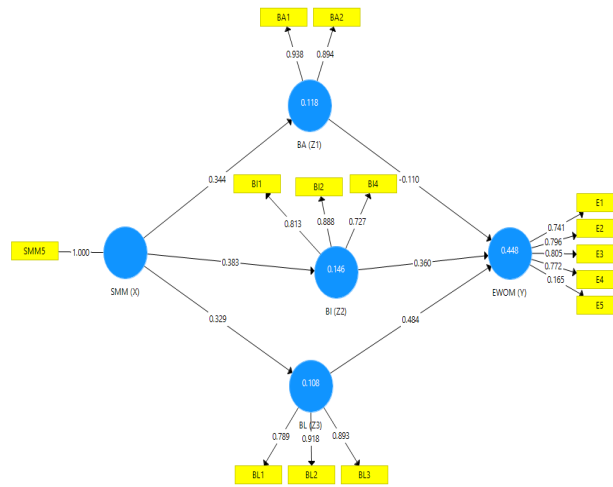

Fig. 5. Structural Model Testing Results

4.2.7 Path coefficient) & T-Statistic (Bootstrapping)

The strength and relevance of the values calculated for the path relationships in structural models must be considered (Fahmi et al., 2022). Evaluation of the path coefficient is used to demonstrate the strength of the impact or influence of independent variables on the dependent variable (Saluy et al., 2022). There is a positive effect between the two variables if the measured path coefficient value is more than zero, and a negative influence between the two variables if the measured path coefficient value is less than zero. Additionally, the bootstrapping method can be used to determine the significant value in the structural Model. The t-statistic value is utilized to state the constant significance of each independent variable, and whether the dependent variable is indeed affected. If t count > t table (t table significance 5% = 1.96) according to the test requirements, then there is a significant effect. The path coefficient and T-statistic values for this research variable are as follows:

Table 13
Path Coefficient

	BA (Z1)	BI (Z2)	BL (Z3)	EWOM (Y)
SMM (X)	0.343	0.383	0.328	
BA (Z1)				-0.092
BI (Z2)				0.382
BL (Z3)				0.458

Table 14
T-Statistic

Variable	Value	Result
SMM (X) → BA (Z1)	3.245	Significant
SMM (X) → BI (Z2)	3.711	Significant
SMM (X) → BL (Z3)	3.434	Significant
BA (Z1) → EWOM (Y)	1.130	Not Significant
BI (Z2) → EWOM (Y)	4.473	Significant
BL (Z3) → EWOM (Y)	6.104	Significant

Several inferences can be made in light of the test results in tables 14 and 15, including:

1. The first hypothesis holds that social media marketing increases brand awareness.
   The first hypothesis (H1) is accepted based on the test findings of the social media marketing factors on brand awareness, which showed a path coefficient value of 0.343 (> 0) and a t-statistic of 3.245 (> 1.96) as well as a substantial positive influence on brand awareness.
2. The second hypothesis is that social media marketing enhances brand image.

The second hypothesis (H2) is accepted based on the test results for the social media marketing variable on brand image, which showed a path coefficient value of 0.383 (> 0) and a t-statistic value of 3.711 (> 1.96) as well as a substantial positive impact on brand image.

    a.   Third hypothesis: Brand Loyalty is positively impacted by social media marketing.

According to the test results for social media marketing factors on brand loyalty, the third hypothesis (H3) is supported since social media marketing has a positive and significant impact on brand loyalty with a path coefficient value of 0.328 (> 0) and a t-statistic value of 3.43 (> 1.96).

    b.   Brand awareness influences E-WOM favorably, according to hypothesis 4.

In light of the test results, which indicate that brand awareness has a negative and minor impact on E-WOM with a coefficient of brand awareness path to E-WOM of -0.092 (0) and a t-statistic value of 1.130 (1.96), the fourth hypothesis (H4) is disproved.

    c.   The fifth hypothesis holds that brand image influences E-WOM favorably.

The fifth hypothesis (H5) is accepted as a result of the test results, which indicate that brand image has a positive and significant impact on E-WOM with a coefficient value of 0.382 (> 0) and a t-statistic value of 4.473 (> 1.96).

    d.   Sixth Hypothesis: Brand Loyalty Influences E-WOM Positively.

The sixth hypothesis (H6) is accepted as a consequence of the test results, which demonstrate that brand loyalty has a positive and significant impact on E-WOM. The coefficient value of the brand loyalty path to E-WOM is 0.3882 (> 0), and the t-statistic value is 4.473 (> 1.96)

4.2.8 Predictive Relevance

Predictive relevance assesses how effectively the parameter estimates and the Model produce the observed values. When the Q^2 value is more than 0, the Model is considered to be predictively relevant; when it is less than 0, the Model is not considered to be predictively relevant. The research variable's predicted relevance score is as follows.

Table 15
Predictive Relevance

Construct	Value (Q^2)	Result
BA (Z1)	0.080	Valid
BI (Z2)	0.086	Valid
BL (Z3)	0.072	Valid
EWOM (Y)	0.250	Valid

The Model in this study has strong predictive relevance since, according to table 16, the predictive relevance value for each latent variable tested is larger than 0. As a result, this conclusion may be drawn.

4.2.9 Fitted models

The NFI (Normal Fit Index) number on SmartPls shows how well the Model fits. Between 0 and 1 are the results of the normal fit index. Better or more in line with the Model's specifications is closer to 1 than farther away (West et al., 2012). In this study paradigm, the NFI value is:

Table 16
Fitted Models

	Saturate Model	Estimate Model
NFI	0.689	0.677

Given that the NFI value of the Model under consideration is 0.689, or 68.9%, as shown in table 18 above, it may be said that the Model is acceptable or good.

4.2.10 f2 for Effect Size

The f2 value can be used to determine if the predictor variable has a slight, moderate, or high impact on the structural level. Exogenous latent variables should have a weak, moderate, and strong influence on the structural level, with indicated effect sizes of 0.02, 0.15, and 0.35. The f2 value of this variable in this study is as follows:

Table 18
F-Square Value

Variable	f-square	Description
SMM (X) → BA (Z1)	0.134	Moderate
SMM (X) → BI (Z2)	0.171	Moderate
SMM (X) → BL (Z3)	0.121	Moderate
BA (Z1) → EWOM (Y)	0.019	Weak
BI (Z2) → EWOM (Y)	0.188	Moderate
BL (Z3) → EWOM (Y)	0.376	Strong

By extrapolating from table 18, it can be said that brand awareness has a weak impact on E-WOM but a moderate impact on brand awareness, brand image, and brand loyalty. In addition, it is clear that brand loyalty has a significant impact on E-WOM whereas brand image has a more moderate impact.

4.2.11 Goodness of Fit

Tenenhaus et al. (2004) claim that the average R2 value of the Model multiplied by the square root of the average communalities index gives the GoF value. GoF values range from 0 to 1, with the values indicated by the relevant interpretations: 0.1 (low GoF), 0.25 (moderate GoF), and 0.38. (large GoF).

Table 18
Goodness of Fit

CONSTRUCT	R²	AVE
SMM (X)	0.118	1.000
BA (Z1)	0.146	0.840
BI (Z2)	0.108	0.660
BL (Z3)	0.443	0.755
EWOM (Y)		0.612
MEAN	0.20375	0.6835

$$GoF = \sqrt{AVE \; x \; R^2}$$
$$GoF = \sqrt{0{,}6835 \; x \; 0{,}20375}$$
$$GoF = 0{,}37318$$

Given that Table 18 and the formula calculation above resulted in a GoF value of 0.37318, it is possible to conclude that this research model fulfills the large GoF criteria. This means that the Model is highly able to explain empirical data, and as a whole, it can be asserted that the conceptual framework is valid.

4.2.12 SEM Analysis Using Moderating Variables

Table 20
Specific Indirect Effect

Construct	Original Sample	T-statistic	P-Values
SMM (X) → BA (Z1) → EWOM (Y)	-0.038	1.025	0.298
SMM (X) → BI (Z2) → EWOM (Y)	0.138	2.276	0.023
SMM (X) → BL (Z3) → EWOM (Y)	0.159	2.776	0.005

The following conclusions can be made in light of the test findings in table 20:
   a. Using brand awareness as a moderating factor, hypothesis 7 states that social media marketing has a positive effect on word-of-mouth (E-WOM). A P-Value of 0.298 (> 0.05) was obtained from the test findings of social media marketing factors on E-WOM using brand awareness as a moderating variable, indicating that the effect is not statistically significant. Consequently, it can be stated that brand awareness (moderator variable) does not play a role in mediating/mediating social media marketing linkages with E-WOM, and the seventh hypothesis (H7) is therefore rejected.
   b. Using a brand image as a moderating factor, hypothesis 8 states that social media marketing has a positive effect on word-of-mouth (E-WOM). With brand image acting as a moderating variable, the test findings of social media marketing factors on E-WOM achieved P-Values of 0.023 (0.05), indicating that the effect is significant. In view of this, it can be said that brand image (a moderator variable) is very important in mediating links between social media marketers.
   c. Hypothesis 9: Brand loyalty acts as a moderating variable in social media marketing, which has a positive effect on word-of-mouth (E-WOM). P-Values of 0.005 (0.05) were obtained from the test findings of social media marketing factors on E-WOM through brand loyalty as a moderating variable, indicating that the effect is significant. In order to accept the ninth hypothesis (H9), it may be concluded that brand loyalty (moderator variable) significantly influences social media marketing relations with E-WOM.

4.3. Discussion

4.3.1 The effect of Social Media Marketing on Brand Awareness

The social media marketing variable test on brand awareness showed results with a path coefficient of 0.343 (> 0) and a t-statistic value of 3.245 (> 1.96) for this variable, respectively. However, H1 can be accepted because it can be concluded that social media marketing factors have a positive and significant impact on brand awareness. Accordingly, the findings of this

study are confirmed by research by Seo and Park (2018), which illustrates that social media marketing has a positive effect on brand awareness in the aviation industry. This is also consistent with Bilgin (2018) research, which found that social media marketing strongly influences Turkish Airlines' social media brand awareness.

4.3.2 The Effects of Social Media Marketing on Brand Image

Based on the results of the social media marketing variable test, it has a t-statistic value of 3.711 (> 1.96), a path coefficient of 0.383 (> 0), and a path coefficient of 0.383 (> 0). Furthermore, it can be concluded that social media marketing variables have a positive and significant influence on brand image, allowing H2 to be accepted. Thus, this study shows how social media marketing variables with Garuda Indonesia Airlines' word-of-mouth Instagram indicators would improve the airline's brand image during this pandemic. Interest, interactivity, trendiness, customization, and phrase are some of these signs. The results of this study are confirmed by research by Phuthong (2019), which states that social media marketing activities have a direct impact on the media brand image of airlines in Thailand. Furthermore, this is related to Seo and Park (2018) analysis, which indicates the significant effects of social media marketing on brand equity and brand perception on airlines. Users that actively use social media will be exposed to social media marketing activities more consistently in an attempt to promote social media in a positive way (Hays et al., 2013).

4.3.3 The Effect of Social Media Marketing on Brand Loyalty

Based on the results of the social media marketing variable test on brand loyalty, it has a path coefficient of 0.328 (> 0) and a t-statistic value of 3.434 (> 1.96). So it can be concluded that social media marketing variables have a positive and significant effect on brand loyalty so H3 can be accepted. Thus, this research confirms how social media marketing factors with indications of amusement, interactivity, trendiness, customization, and word-of-mouth Instagram of Garuda Indonesia Airlines might affect brand loyalty of Garuda Indonesia Airlines during this epidemic. The results of this study are supported by research conducted by Dally and Dewanto (2018) showing that customer retention is increased by social media marketing efforts. When updated, fashionable, and information-based media are released, loyal clients with a good outlook intend to return to online platforms (Dally & Dewanto, 2018). In addition, this is also in line with research conducted by Phuthong (2019) which states that marketing efforts on social media have a direct influence on airline social media brand loyalty in Thailand. Loyal clients with a positive outlook intend to return to online platforms as a result of new, fashionable, and information-based media (Dally & Dewanto, 2018). Additionally, this is consistent with the study by Phuthong (2019), which claims that social media marketing initiatives directly affect airline social media brand loyalty in Thailand.

4.3.4 Brand Awareness' Impact on Online Word of Mouth

The brand awareness variable test results for E-WOM indicate that it has a path coefficient of -0.092 (0) and a t-statistic value of 1.130 (1.96). The fourth hypothesis (H4) therefore is rejected because of brand awareness variable has a negative and insignificant impact on E-WOM. This analysis thus shows that the brand awareness variable with recall and recognition indicators has no impact on Garuda Indonesia airline E-WOM during this pandemic. Seo and Park (2018) study, researchers found that brand awareness has no detectable effect on E-WOM, which confirms the findings of this research. The results of this study, however, disagree with those of Phuthong (2019) previous studies, which found that His study's results indicate that brand awareness directly affects E-WOM. Additionally, this confirms with results of the study by Stojanovic et al. (2018).

4.3.5 Brand Image's Effect on E-WOM

The brand image variable test on E-WOM produced results with a path coefficient of 0.382 (> 0) and a t-statistic value of 4.473 (> 1.96), based on the results. also in order to accept the fifth hypothesis (H5), it can be concluded that the brand image variable has a significant and positive effect on E-WOM. Consequently, this research confirms that the brand image variable, which contains measures of brand strength, brand perception, and brand originality, has a significant impact on Garuda Indonesia Airlines' E-WOM during this pandemic. Seo and Park (2018) found that brand image has a significant effect on E-WOM, lends support to the findings of this research. Furthermore, Phuthong (2019) previous study results showed that brand image has a direct impact on E-WOM.

4.3.6 Brand Loyalty's Impact on E-WOM

Based on the brand loyalty test results on E-WOM, it has a path coefficient of 0.458 (> 0) and a t-statistic value of 6.104 (> 1.96). Therefore, it can be concluded that the brand loyalty variable has a positive and significant impact on E-WOM, confirming the sixth hypothesis (H6). This study thus indicates that the variable brand loyalty with indicators of behavior and commitment has a significant impact on Garuda Indonesia airline E-WOM during this pandemic. Research by Ellen et al. (2017), which indicates that loyalty increases E-WOM, confirms the study's findings. Additionally, Eelen et al. (2017) showed that committed consumers are more willing to promote eWOM when they believed in it (compared to direct WOM) as a powerful technique for delivering a brand's message to many consumers.

4.3.7 The impact of social media marketing on online word-of-mouth using brand awareness as a moderating factor.

Based on the results of the social media marketing variable test on E-WOM through brand awareness, a p-value of 0.298 (> 0.05) was found. Therefore, the seventh hypothesis (H7) is rejected as social media marketing does not significantly affect E-WOM indirectly through the brand awareness factor and consumer awareness variable has no influence on how social media marketing and E-WOM interact, and the brand recognition variable has no influence on how social media marketing and E-WOM interact with one another. The results of this research are confirmed by Stojanovic et al. (2018), which shows that brand awareness on social media positively affects the intention to create eWOM.

4.3.8 Social media marketing's effects on word-of-mouth (WOM) through the use of the brand image as a moderating factor.

The E-WOM through brand image social media marketing variable test produced a p-value of 0.023 (0.05) as a result. Accordingly, the brand image variable plays a role in mediating/mediating the relationship between social media and E-WOM, supporting the eighth hypothesis (H8), which states that social media marketing indirectly has a significant impact on E-WOM through the brand image variable as a moderating variable. The findings of this investigation have been verified by research by Seo and Park (2018), which indicates that social media marketing increases brand perception by affecting consumer emotions and online word-of-mouth. Furthermore, according to Seo and Park (2018), brand equity is important for strengthening the connection between e-WOM and social media marketing.

4.3.9 The effect of social media marketing on online word-of-mouth using brand loyalty as a moderating factor.

Based on the results of the social media marketing variable test on E-WOM through brand loyalty, a p-value of 0.005 (0.05) was found. Consequently, the brand loyalty variable has a role in mediating social media marketing relationships with E-WOM, confirming the ninth hypothesis (H9), which states that social media marketing indirectly has a significant impact on E-WOM through the brand loyalty variable as a moderating variable. The study's findings are confirmed by research by Mansur et al. (2021) which found that brand loyalty is a fundamental mediating factor between social media marketing and electronic word-of-mouth. Also, this is additionally confirmed by a study done by Stojanovic et al. (2018) which shows that brand loyalty functions as a moderating variable to increase the intensity of social media use, which then in turn has a significant impact on E-WOm. A summary of the results of testing the hypothesis in this research model is shown in Table 20.

Table 20
Test Results for Hypotheses

	Path	T-Statistic	Path Coefficient	P Value	Result
H1	SMM → BA	3.245	0.343	0.001	Accepted
H2	SMM → BI	3.771	0.383	0.000	Accepted
H3	SMM → BL	3.434	0.328	0.001	Accepted
H4	BA→EWOM	1.130	-0.092	0.199	Rejected
H5	BI→EWOM	4.473	0.382	0.000	Accepted
H6	BL→EWOM	6.104	0.458	0.000	Accepted
H7	SMM → E-WOM via BA	1.025	-0.038	0.298	Rejected
H8	SMM → E-WOM via BI	2.276	0.138	0.023	Accepted
H9	SMM → E-WOM via BL	2.776	0.159	0.005	Accepted

5   Conclusion

The aim of this study is to determine how social media marketing affects brand equity and e-wom. Based on the results of the study's analysis. The study's findings were based on a random sample of 100 respondents, all of whom were active Instagram followers of the Garuda Indonesia airline. The results of this study show that social media marketing variables significantly affect the airline Garuda Indonesia's brand awareness variable. Furthermore, the Garuda Indonesia airline e-wom was significantly impacted by two other variables, namely brand image and brand loyalty variables, during the pandemic. The findings of this study suggest that the social media marketing variable directly impacts the brand image variable for Garuda Indonesia Airlines. Based on the study's findings, the Garuda Indonesia airline brand image variable is significantly impacted by the social media marketing variable. According to the study's findings, the Garuda Indonesia airline brand loyalty variable is significantly influenced by the social media marketing variable. According to the study's findings, the brand image variable significantly affects the electronic word-of-mouth variable. This study's findings suggest that the brand loyalty variable has a significant impact on the factors of electronic word-of-mouth. The results of this study demonstrate a substantial correlation between the brand loyalty variable and the electronic word-of-mouth variable. The findings of this study also show the significance of mediating factors, including brand awareness, brand image, and brand loyalty variables. This study can prove that, excluding the brand awareness variable, which has no indirect effects and does not mediate the relationship between social media marketing and e-commerce, all mediation variables play a role in mediating social media marketing on Garuda Indonesia Airlines' e-wom. WOM. The findings of this study suggest that most of the hypotheses are accepted, with the exception of the fourth and seventh hypotheses, which say that brand awareness as a moderating variable does not have a positive impact on E-WOM and that social media marketing does not. Given that the study's goodness-of-fit test result was

0.37318, it is clear that the research model meets the large GoF criteria, indicating that it has a strong capacity to explain empirical data and, therefore, that the Model as a whole is valid.

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